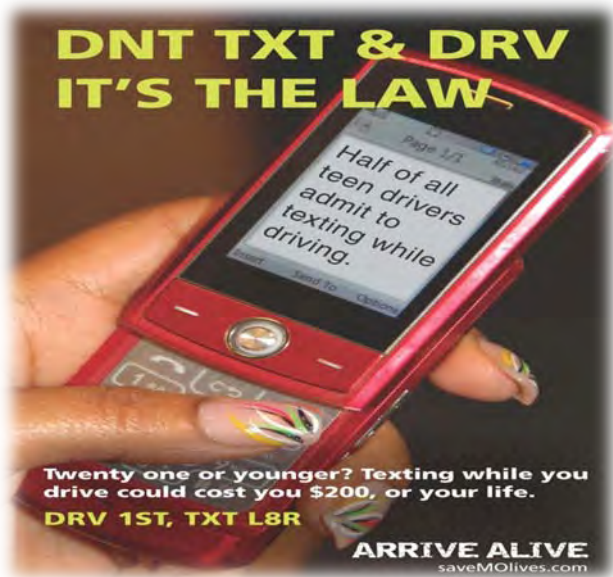


State of Missouri

2011 Highway Safety Plan and Performance Plan



Missouri Department of Transportation
Highway Safety Division

2211 St. Mary's Boulevard
P.O. Box 270
Jefferson City, MO 65102
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PROCESS DESCRIPTION

Missouri Department of Transportation Mission

To provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.

Missouri's Highway Safety Goal

Overall Goal – to reduce number and severity of traffic crashes occurring in Missouri

Specific Goal – to reduce traffic fatalities to 850 or fewer by the year 2012 as identified in the state's strategic highway safety plan, *Missouri's Blueprint to ARRIVE ALIVE*.

Highway Safety Plan and Performance Plan

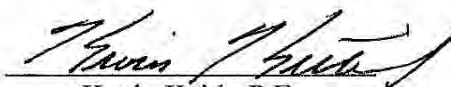
The Governor's Highway Safety Program is outlined in an annual Highway Safety Plan (HSP) and Performance Plan. This document describes how Missouri's Section 402 State and Community Highway Safety Program grant (plus additional incentive grant funds and Section 154 transfer funds) will be used to promote highway safety within our state. The 2011 HSP encompasses the federal fiscal year October 1, 2010 through September 30, 2011.

The HSP will be a data driven, performance based, dynamic plan, allowing for continual review and modification in order to enhance the outcome of our efforts.

Submission

The Missouri Department of Transportation submits herewith the 2011 Highway Safety Plan and Performance Plan to:

The Honorable Jay Nixon, Governor of Missouri
Romell Cooks, NHTSA Central Region Administrator
Edgardo Cordero, FHWA Region VII Acting Administrator



Kevin Keith, P.E.

Governor's Representative for Highway Safety

Copies of this document are available for purchase by writing to:

Missouri Department of Transportation
Highway Safety Division
2211 St. Mary's Boulevard
Jefferson City, MO 65102

Or to download free at: www.nhtsa.dot.gov/nhtsa/whatsup/SAFETEAWeb/

STATE CERTIFICATIONS AND ASSURANCES

(revised 8/19/10)

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances

Section 402 Requirements

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- **National law enforcement mobilizations,**
- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

(23 USC 402 (b)(1)(E));

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(I)).

Other Federal Requirements

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

Federal Funding Accountability and Transparency Act

The State will report for each **sub-grant** awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;

(i) the entity in the preceding fiscal year received—

(I) 80 percent or more of its annual gross revenues in Federal awards; and(II) \$25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by the Office of Management and Budget in subsequent guidance or regulation.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 *et seq.*), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(41 U.S.C. 702;):

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - 1. The dangers of drug abuse in the workplace.
 - 2. The grantee's policy of maintaining a drug-free workplace.
 - 3. Any available drug counseling, rehabilitation, and employee assistance programs.
 - 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
 - 1. Abide by the terms of the statement.
 - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
 - 1. Taking appropriate personnel action against such an employee, up to and including termination.
 - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.

- g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT).

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file

the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

POLICY TO BAN TEXT MESSAGING WHILE DRIVING

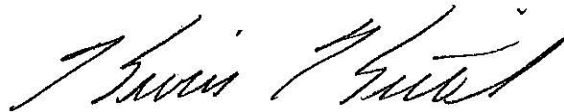
In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

- (1) Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
 - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
 - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.
- (2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
 - a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
 - b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future

revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



Kevin Keith, P.E., Governor's Representative for Highway Safety

Missouri
State or Commonwealth

2011
For Fiscal Year

8/24/10
Date

MISSOURI'S HIGHWAY SAFETY PLAN (HSP)

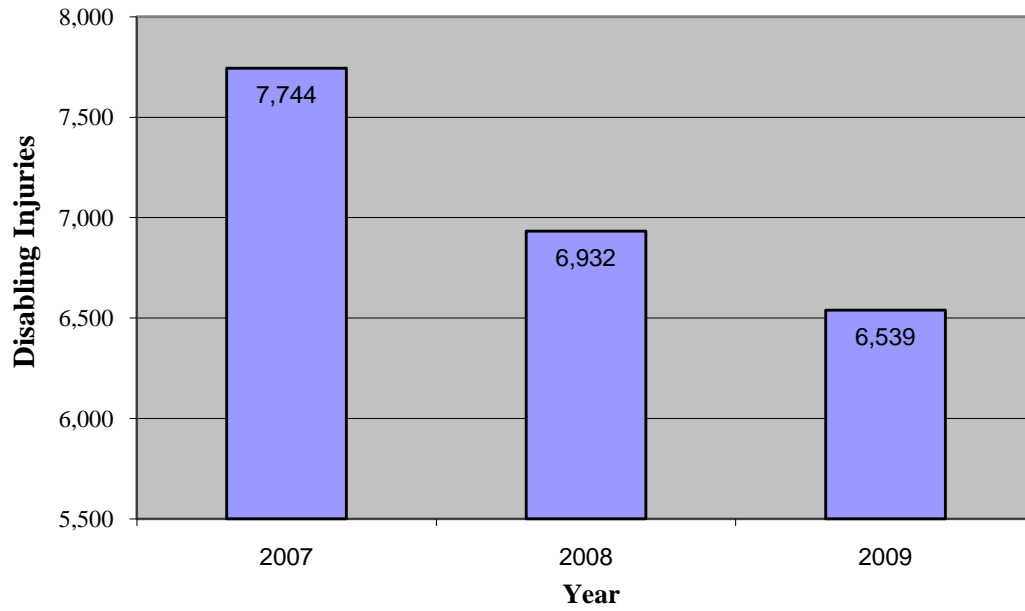
AND PERFORMANCE PLAN

Supporting Background – *Missouri's Blueprint for Safer Roadways*

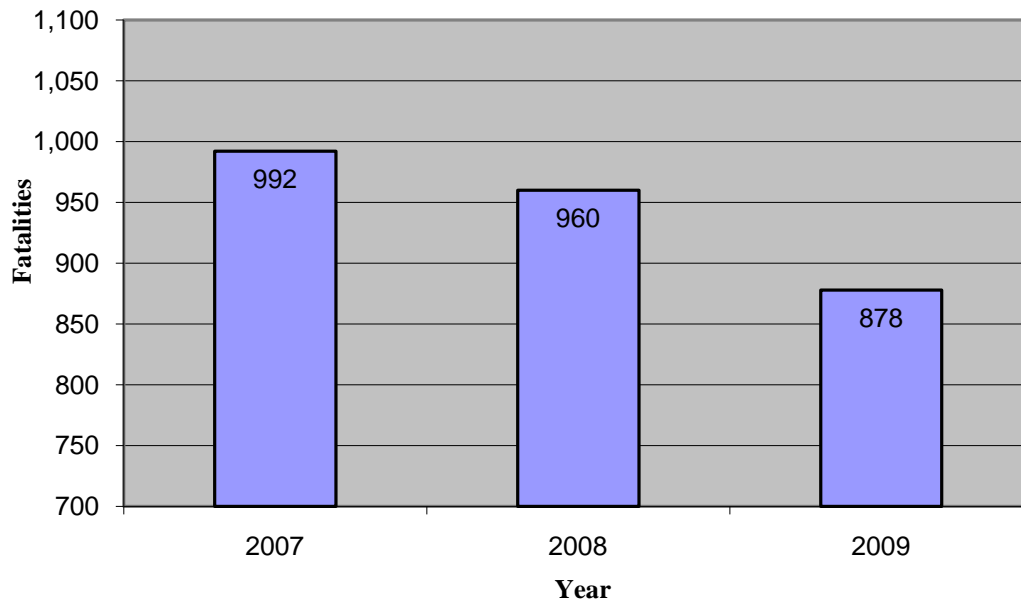
In 2003, Missouri participated with the American Association of State Highway Transportation Officials (AASHTO) in a national effort to reduce the preventable tragedies associated with traffic crashes. Utilizing a partnership approach, the state's Strategic Highway Safety Plan (SHSP) *Missouri's Blueprint for Safer Roadways* was developed that outlined opportunities to reduce fatal and serious injuries on Missouri's roads. The goal established in the *Blueprint* was set at 1,000 or fewer fatalities by 2008. That goal was reached one year early, with a year-end fatality total for 2007 of 992, as well as in 2008 with 960 fatalities. The second SHSP, *Missouri's Blueprint to ARRIVE ALIVE* was unveiled at the semi-annual Blueprint Conference in October 2008. The new goal has been set to reduce traffic fatalities to 850 or fewer by 2012.

Year	Fatalities	Disabling Injuries
2005	1,257	8,624
2006	1,096	8,151
2007	992	7,744
2008	960	6,932
2009	878	6,539
2005-2007 Total	3,345	24,519
2006-2008 Total	3,048	22,827
2007-2009 Total	2,830	21,215

**TRAFFIC CRASH DISABLING INJURIES
2007 - 2009**



**TRAFFIC CRASH FATALITIES
2007 - 2009**



Missouri Annual Comparative Data Chart							
	2003	2004	2005	2006	2007	2008	2009
Fatalities & Serious Injuries:							
Number of Fatalities	1232	1130	1257	1096	992	960	878
Total Rural Fatalities	804	744	797	681	638	600	559
Total Urban Fatalities	428	386	460	415	354	360	319
Number of Serious Injuries	8730	8857	8624	8151	7744	6932	6539
Fatalities and Serious Injuries Combined	9962	9987	9881	9247	8736	7892	7417
Vehicle Miles Traveled:							
Vehicle Miles (Billions)	67929	68300	68754	68834	69150	68086	69096
Total Fatalities Per 100 Million VMT	1.81	1.65	1.83	1.59	1.43	1.41	1.29
Fatality & Serious Injury Rate Per 100 Million VMT	14.67	14.62	14.37	13.43	12.63	11.59	10.89
Alcohol Related:							
Alcohol-Related Fatalities	277	252	274	273	243	262	265
Alcohol-Related Fatalities as a % of all fatalities	22.48%	22.30%	21.80%	24.91%	24.50%	27.29%	30.18%
Alcohol-Related Fatality Rate per 100 million VMT	40.78%	36.90%	39.85%	39.66%	35.14%	38.48%	38.92%
Speed Related:							
Speed-Related Fatal and Injury Crashes	11157	11228	10591	9647	10272	9457	8704
<i>Includes Speed Exceeded Limit & Too Fast for Conditions</i>							
Speed-Related Fatalities	505	466	510	457	411	426	366
<i>Includes Speed Exceeded Limit & Too Fast for Conditions</i>							
Youth (15-20) Involved:							
Youth (15-20) Involved Fatal and Injury Crashes	13427	12802	12511	11934	11018	9984	9705
<i>Does not include teen (15-20) drivers of ATVs, bicycles, farm implements, construction equip., other transport devices and unknown vehicle body types.</i>							
Drivers 20 or Younger Involved:							
Drivers 20 or Younger in Fatal Crashes	205	177	186	167	135	120	106
<i>Does not include drivers of ATVs, bicycles, farm implements, construction equip., other transport devices and unknown vehicle body types.</i>							
Occupant Protection:							
Unrestrained Passenger Vehicle Fatalities	637	618	621	576	478	489	425
<i>Includes drivers & passengers of cars, SUVs, limousine, vans, motor homes, trucks and large commercial trucks. These are the vehicles subject to Missouri's seat belt law.</i>							
Percent of unbelted drivers and occupants killed in crashes	69.8%	70.5%	67.6%	71.8%	66.9%	69.5%	67.1%
Percent of unbelted drivers and occupants seriously injured in crashes	41.5%	40.2%	38.6%	38.9%	36.5%	38.2%	35.1%
Motorcyclists:							
Motorcycle Fatalities	89	55	88	93	91	107	84
Unhelmeted Motorcycle Fatalities	11	9	14	12	14	12	16
Pedestrians:							
Pedestrian Fatalities	80	81	92	78	79	66	71
Safety Belt Citations Grant Funded	N/A	N/A	N/A	14,948	17,513	20,244	29,034
Impaired Driving Arrests Grant Funded	N/A	N/A	N/A	3,531	3,604	3,808	5,369
Speeding Citations Grant Funded	N/A	N/A	N/A	67,478	76,471	75,812	98,453

Blueprint Strategies

Through extensive data analysis, current research findings, and best practices, strategies were identified that must be implemented in order to make significant progress toward reaching the projected goal. Key strategies in the *Blueprint to ARRIVE ALIVE* were identified and called the “Targeted Ten”:

1. Pass a primary safety belt law, and maintain and enhance existing traffic safety laws;
2. Increase enforcement on targeted crash corridors;
3. Increase public education and information on traffic safety issues;
4. Expand the installation of shoulder and centerline rumble strips/stripes;
5. Expand, improve and maintain roadway visibility features (pavement markings, signs, lighting, etc);
6. Effectively deter, identify, arrest & adjudicate alcohol and other drug impaired drivers & pedestrians;
7. Expand installation and maintenance of roadway shoulders;
8. Remove and/or shield fixed objects along roadside right of way;
9. Improve and expand intersection safety with the use of innovative engineering designs (e.g., J-turns, roundabouts), technology and enforcement; and
10. Improve curve recognition through the use of signs, markings, and pavement treatments.

Five key Emphasis Areas were identified within the *Blueprint* and 19 Focus Areas within them:

I – Serious Crash Types

1. Run-off-road crashes
2. Crashes involving horizontal curves
3. Head-on crashes
4. Collisions w/trees or poles
5. Intersection crashes
(signalized/unsignalized)

III – Special Vehicles

1. Commercial motor vehicles
2. Motorcycles
3. School buses/school bus signals

IV – Vulnerable Roadway Users

1. Pedestrians
2. Bicyclists

II – High-Risk Drivers and Occupants

1. Unrestrained occupants
2. Crashes involving inattentive drivers
3. Crashes involving aggressive drivers
4. Crashes involving drivers impaired by alcohol and/or other drugs
5. Crashes involving young drivers (15-20 years of age)
6. Crashes involving unlicensed, revoked or suspended drivers
7. Crashes involving older drivers (65 years of age or older)

V – Special Roadway Environments

1. Work zones
2. Highway/rail crossings

For each of these emphasis areas and focus areas, strategies are being employed that incorporate the 4 E’s – education, enforcement, engineering, and emergency medical services.

***Blueprint* Implementation**

The *Blueprint* is a collective effort of the Missouri Coalition for Roadway Safety (MCRS) and safety professionals throughout the state. The MCRS leads the charge to implement the *Blueprint* and encourage safety partners to focus their activities and programs in support of the “Targeted Ten” and subsequent emphasis areas, focus areas, and strategies. The state is divided into ten (10) regional coalitions that develop annual safety plans. The coalitions meet on a regular basis to discuss their concerns, review how their countermeasures are working, and consider ways to improve their efforts.

The *Blueprint* is an overarching strategic highway safety plan for the State of Missouri while the state’s Section 402 Highway Safety Plan serves as one of the implementation components in support of the *Blueprint* efforts.

- The *Blueprint* serves as a **roadmap** for the State’s Highway Safety Plan
- The “**Targeted Ten**” provide **direction** for the HSP
- The **goal** determines our **final destination**

Highway Safety Plan (HSP) and Performance Plan Overview

Under the Highway Safety Act of 1966, the National Highway Traffic Safety Administration (NHTSA) provides grants and technical assistance to states and communities. Section 402 of the Act requires each state to have a highway safety program to reduce traffic crashes and deaths, injuries and property damage. Section 402 grant funds are apportioned to the states based on the ratio of state population to the national population (75%) and state public road mileage to the total national public road mileage (25%).

Section 402 funds must be used to support the State's Performance Plan (which contains performance goals based on the traffic safety problems identified by the state) and the Highway Safety Plan. These plans provide for the implementation of a program that addresses a wide range of highway safety problems related to human factors and the roadway environment and that contributes to the reduction of crashes and resulting deaths and injuries.

The strategies outlined within the HSP and Performance Plan will be implemented in an attempt to reach the overarching statewide *Blueprint* goal of 850 or fewer fatalities by 2012.

Performance Measures

Performance measures enable the state to track progress, from a specific baseline, toward meeting a goal. In August 2008, the US Department of Transportation released a document, DOT HS 811 025, that outlines a minimum set of performance measures to be used by States and federal agencies in the development and implementation of behavioral highway safety plans and programs. An expert panel from the National Highway Traffic Safety Administration, State Highway Safety Offices, academic and research organizations, and other key groups developed these performance measures, which were agreed upon by the NHTSA and the Governors Highway Safety Association.

The initial minimum set contains 14 measures: 10 core outcome measures, 1 core behavior measure; and 3 activity measures. These 14 measures cover the major areas common to State highway safety plans and use existing data systems. States will set goals for and report progress on each of the 11 core outcome and behavior measures annually beginning with the 2010 Highway Safety Plans and Annual Reports. Following are the 14 performance measures which will be identified within their respective program areas:

1. Fatalities (actual)
2. Fatality rate per 100M VMT (statewide; urban; rural)
3. Number of serious (disabling) injuries
4. Number of fatalities involving drivers or motorcycle operators with .08 BAC or above
5. Number of unrestrained passenger vehicle occupant fatalities
6. Number of speeding-related fatalities
7. Number of motorcyclist fatalities
8. Number of unhelmeted motorcyclist fatalities
9. Number of drivers age 20 or younger involved in fatal crashes
10. Number of pedestrian fatalities
11. Percent observed belt use for passenger vehicles – front seat outboard occupants
12. Number of seat belt citations issued during grant-funded enforcement activities
13. Number of impaired driving arrests made during grant-funded enforcement activities
14. Number of speeding citations issued during grant-funded enforcement activities

Benchmarks

Our benchmarks will serve as points of reference by which we are able to measure our progress. These benchmarks are not totally reliant upon the programs implemented by the highway safety division, however. They are often highly dependent upon existing public policy and the motoring public's adherence to traffic laws and safe driving habits.

The Benchmarks provided within this 2011 HSP/Performance Plan are, in most cases, "expectations" based upon the goal of reaching 850 or fewer fatalities by 2012 established in the 2008 *Missouri's Blueprint to Arrive Alive* and are not actual 2012 data.

Best Practices Countermeasures

The highway safety division makes every attempt to ensure that effective countermeasure efforts are incorporated into the strategies of the Plan by employing the following methods:

1. Utilizing proven countermeasures identified within the document *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*, US DOT, NHTSA, Fourth Edition, 2009;
2. Evaluating traffic crash data to determine target populations and geographic locations in order to most effectively implement countermeasure efforts;
3. Participating in national law enforcement mobilizations that combine blanketed enforcement and saturated media during established timeframes and in targeted traffic corridors; and
4. Participating in state and national training opportunities in order to gain insight into proven programs that can be replicated in Missouri.

Partnerships

No highway safety office can work in a vacuum without communication, cooperation and coordination with our safety partners. This partnership approach allows us to expand our resources, generate diverse ideas, and incorporate new concepts and projects into our Highway Safety Plan. A sampling of the myriad of our safety partners includes:

- American Automobile Association
- American Association of Retired Persons
- Blueprint Regional Coalitions (10 – Northwest, North Central, Northeast, Kansas City, Central, St. Louis, Southwest, Springfield, South Central, Southeast)
- Cape Girardeau Safe Communities Program
- County Health Departments
- East-West Gateway Coordinating Council
- Emergency Nurses Association
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Institutions of Higher Education
- Law Enforcement Traffic Safety Advisory Council
- Law Enforcement Training Academies
- Mid-American Regional Council
- MO Association of Insurance Agents
- MO Automobile Dealers Association
- MO Coalition for Roadway Safety
- MO Department of Health & Senior Services
- MO Department of Labor and Industrial Relations
- MO Department of Mental Health
- MO Department of Public Safety
- MO Department of Revenue
- MO Division of Alcohol and Drug Abuse
- MO Division of Alcohol and Tobacco Control
- MO Head Injury Advisory Council
- MO Motor Carriers Association
- MO Office of Prosecution Services
- MO Police Chiefs Association
- MO Safety Center
- MO Safety Council
- MO Sheriffs Association
- MO State Highway Patrol
- MO Youth/Adult Alliance
- Mothers Against Drunk Driving
- Motorcycle Safety Task Force
- National Highway Traffic Safety Administration Region VII
- Office of State Courts Administrator
- Operation Impact
- Operation Lifesaver
- Partners in Environmental Change
- Partners in Prevention
- Safe Kids Coalitions
- Safety Council of the Ozarks
- Safety Council of Greater St. Louis
- Safety & Health Council of MO and KS
- State Farm Insurance
- Think First Missouri
- Traffic Safety Alliance of the Ozarks

In addition to our Highway Safety partners, each *Blueprint* regional coalition has an extensive base of local partners. During the 2010 legislative session, the MCRS established a widespread grassroots network of safety advocates statewide. These partners numbered over 3,000. The highway safety office is able to collaborate with those partners at a lower tier level by working through our regional coalition contacts.

Planning, Programming and Implementation Timeframes

The state's highway safety program, as explained earlier, is a federal grant program. The federal fiscal year runs from the period October 1 through September 30.

The tables on the following pages represent the timeframes within which the agency must operate in order to meet our federal requirements. The timeframes also provide a quick overview of when grant applications, program reports, and annual reports are due. This information provides our grantees and the general public a clearer picture of our internal process.

Some dates are firm—those established by the federal government for submitting our HSP, Annual Report, and supplemental grant applications. Some of the dates established by the Highway Safety Division are more fluid; they may be revised in order to allow the agency to function more efficiently.

The first table sets the timeframes for the basic Section 402 State and Community Program Grant and the Annual Report for that grant. The second table establishes the timeframes for supplemental grants the agency may receive under the additional provisions of SAFETEA-LU.

Planning, Programming and Implementation Timeframes

Highway Safety Plan and Annual Report

ACTIVITY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Data collection & analysis, problem identification, internal planning and input solicitation for new fiscal year				1								
Mail out requests for project proposals for new fiscal year					1							
Contract monitoring by HS staff	O N G O I N G											
Grantee reimbursement vouchers	V O U C H E R S A R E P R O C E S S E D W E E K L Y A S R E C E I V E D											
Conduct regional grant application training sessions						1-15						
Grant applications due to HS								1				
Grant applications review & budget meetings									15-30			
HSP & Performance Plan due to NHTSA											31	
Mail grantee award and denial letters											1	
Contracts written and reviewed internally										1-30		
Regional contract award workshops w/grantees											23-27	
Verify that soft match letters are on file												1
Program income submissions from grantees	31						30					
Federal fiscal year ends (contract ending date)												30
All funds must be obligated for new fiscal year												30
Federal fiscal year begins (contract start date)	1											
Mail letters requesting year-end reports												15
Year end reports due from grantees	31											
Compile & print annual report			15									
Annual report & final cost summary due			31									
Audit closeout (within 90 days of fiscal year end)			31									

Planning, Programming and Implementation Timeframes

SAFETEA-LU Incentive Grant Programs (other than 402)

ACTIVITY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Data collection and analysis; problem identification; input solicitation for next grant cycle				1								
Contract monitoring by HS staff	O N G O I N G											
Grantee reimbursement vouchers	VOUCHERS ARE PROCESSED WEEKLY AS RECEIVED											
Safety belt use survey results from previous calendar year are released											15	
Section 154 Open Container Certification split letter	DUE 60 DAYS AFTER FUNDS ARE MADE AVAILABLE											
Section 405 Occupant Protection Incentive Grant application due					15							
Section 406 Safety Belt Incentive Grant application due (eligible as soon as the law is passed and is being enforced)									30			
Section 408 Data Improvement Incentive Grant application due									15			
Section 410 Alcohol Impaired Driving Incentive Grant application due											1	
Section 2010 Motorcycle Safety Incentive Grant application due											1	
Section 2011 Child Safety & Booster Seat Incentive Grant application due										1		
Require submission of program income documentation	31						30					

Grant Application Process

The Highway Safety Division hosts grant application workshops each spring for potential grantees. These workshops are held in five strategic regional locations (Cape Girardeau, Chesterfield, Jefferson City, Springfield, and Lee's Summit) so that no participant has to travel terribly far in order to attend. They are usually scheduled during March.

Workshop participants are provided a packet explaining the highway safety grant program, the types of projects eligible for award, and an overview of statewide statistical traffic crash data. Potential grantees are given instruction on how to retrieve traffic crash data for analysis through the Missouri State Highway Patrol's web site.

The purpose of the highway safety program and the statewide goal are explained to help the potential grantees understand how their efforts are required in order to impact the goal. Program areas are identified and the Highway Safety grant management system and on-line reporting systems are detailed for them. These seminars are used as an opportunity to share any new contract conditions, application process changes, or legislative changes that may impact the grant programs. The grant application deadline for the 2011 fiscal year was May 3.

Internal Grants Management System

In late 2001, the highway safety division began work with the Regional Justice Information Service (REJIS) to develop the first-of-its-kind online grants management system. The system allows grantees to electronically submit applications. This information feeds into a system that builds databases for managing the highway safety grants (budgets, grantee lists, inventory, vouchering, reporting data, disbursement reports, etc.). The system went live for the 2003 grant application cycle. Since that time, the highway safety division has continued to work with REJIS to refine the system in order make it further user friendly for the grantees, in addition to being more functional and robust for the highway safety office. An extensive rewrite took place to coincide with the 2010 grant cycle. The system was refined so that the processes of application submission, contract development, enforcement reporting, and vouchering are now entirely Web-based. Three additional programs were also added to the system: Safe Routes to School; Work Zones; and the Motor Carrier Safety Assistance Program. Additional reporting components are currently in the development stages. The Highway Safety Division will continue to main and improve this grants management system as funding is available.

Grant Selection Process

The highway safety program staff reviews the applications relative to their specific areas of expertise. During this preliminary review, they assess the applications to determine their relevancy toward meeting the highway safety goals. Applicants are contacted if clarification is needed. In essence, a case is prepared to present to management and the remaining program staff members to support whether the application should be funded in full, in part, or denied.

Fatal and disabling injury crash rankings are performed for all cities, all counties, and the unincorporated areas in the state. These rankings are conducted for the problem areas of alcohol, speed, young drinking drivers, and older drivers. The rankings are also used in determining the overall severity of the problem for each respective location. Fatal and disabling injury county, city, and unincorporated county rank orders are located on pages 34-62 of this report.

Law enforcement applications are assessed to determine where they fit within the rankings by the type of project they are choosing to conduct. While the highest-ranking locales are most often given priority because of the potential impact of their project, other considerations are taken into account. For instance, a lower-ranking city may be given a project because the county in which they reside ranks high or they may fall within a dangerous corridor. Some communities may be given a project in order that they can become an active participant in the national mobilizations while others are given consideration because the highway safety office has determined a need exists to garner traffic safety minded agencies within a particular geographic location.

An internal team of Highway Safety program staff review all grant applications. Several days are set aside to review the applications and hear both supporting arguments and issues of concern. The reviewers take many factors into consideration when assessing the applications:

- Does the project fall within the national priority program areas (alcohol and other drug countermeasures; police traffic services; occupant protection; traffic records; emergency medical services; speed; motorcycle, pedestrian or bicycle safety)?
- Does the project address the Key Emphasis Areas identified within the *Blueprint* and does it have the ability to impact statewide traffic crash fatalities and disabling injuries?
- Does the problem identification sufficiently document problem locations, crash statistics, targeted population, demonstrated need, and the impact this project would have on traffic safety problems in their community?
- Have “best practices” countermeasures been proposed in order to make a positive impact on the identified problem?
- Will this project provide continuity of effort in a particular geographic region (such as multi-jurisdiction enforcement) or in a particular program area (occupant protection surveys)?
- Will the activity serve as a “foundational project” that satisfies criteria for additional federal funding (e.g., sobriety checkpoints, server training, underage drinking prevention)?
- Does the project alleviate, eliminate or correct a problem that was identified in a federally conducted assessment of a highway safety priority program area?
- Will the project satisfy or help satisfy federal goals for regional highway safety issues?
- Are innovative countermeasures proposed and, if so, is there an effective evaluation component included?
- Are any local in-kind resources proposed to match the federal grant efforts?
- Does the applicant propose developing partnerships (e.g., working with service organizations, health agencies, and/or insurance companies; conducting multi-jurisdiction enforcement efforts) in order to expand their resources and enhance their outcomes?
- Has past experience working with this grantee been positive or negative (have they performed according to expectations; have there been monitoring or audit findings)?
- Is the local government or administration supportive of this proposed activity?
- If equipment is requested, will the equipment support a project or enforcement activity; does the agency have the ability to provide a local match for part of the equipment purchase?
- Is there sufficient funding in the budget to support all or part of this application?

The applications are discussed at length to determine whether they should be funded, the level of funding, which grant funding source should support the project, and whether the activity is a state or local benefit (40 percent of funds must be expended toward local benefit). When equipment is required, the grantee agency is requested to provide a local match. If the local match is unavailable, those applications are reviewed on a case-by-case basis to determine whether this agency can provide full support.

During the meeting, this information is continually updated into the Highway Safety Division's grant management system so that real-time information is immediately available. By the end of the meeting, there is a complete listing of the approved projects that will best support the mission and work toward reaching the *Blueprint* goal.

Grantee Compliance Requirements

COMPLIANCE

Any agency receiving a Highway Safety grant must comply with the following Statutes or Rules:

Nondiscrimination — CFR Chapter 50 prohibits discrimination on the basis of race, color, religion, sex or national origin including DBE and Segregated Facilities.

Hatch Act – Pursuant to United States Code Sections 1501-1508, employees who are paid in whole or in part with federal funds are prohibited from participating in certain partisan political activities including, but not limited to, being candidates for elective office.

Federal Funding Accountability and Transparency Act: Grantees must disclose detailed information about their operations including the name and location of the entity, amount of award, transaction type, unique identifier, names and the total compensation of the five most highly compensated officers of the entity if certain parameters are met. The State then compiles this information for all grantees and facilitates the disclosure of this information to the federal government and the public.

Any law enforcement agency receiving a Highway Safety grant must also comply with the following Statutes or Rules:

Peace Officer Standards and Training Certification (P.O.S.T.) — Pursuant to RSMo 590.100-590.180 all peace officers in the State of Missouri are required to be certified by the Department of Public Safety

Statewide Traffic Analysis Reporting (STARS) – Pursuant to RSMo 43.250, law enforcement agencies must file accident reports with the Missouri State Highway Patrol

Uniform Crime Reporting — Pursuant to RSMo 43.505, all law enforcement agencies shall submit crime incident reports to the Department of Public Safety on the forms or in the format prescribed by DPS, as shall any other crime incident information that may be required by DPS.

Racial Profiling — Pursuant to RSMo 590.650, each law enforcement agency shall compile the data described in subsection 2 of Section 590.650 for the calendar year into a report to the Attorney General and submit the report to the AG no later than March first of the following calendar year.

LOCAL ORDINANCES AND POLICIES

Agencies are encouraged to adopt, if possible:

- ***Model Traffic Ordinance***—RSMo 300.00—Rules governing traffic administration and regulation
- ***Child Restraints***—RSMo 307.179—Passenger restraint system required for children birth through age seven years (Primary Offense)
- ***Seat Belts***—RSMo 307.178—Seat belts required for passenger cars
- ***Open Container***—A model ordinance prohibiting the possession of an open container of alcoholic beverages in a motor vehicle.
- ***Law Enforcement Vehicular Pursuit Training***—Section 402 subsection (l) pursuant to SAFETEA-LU, requires **states** to actively encourage all relevant law enforcement agencies in the state to follow guidelines set for vehicular pursuits issued by the International Association of Chiefs of Police. The Highway Safety division, by way of letter and inclusion in the Highway Safety Contract Conditions, encourages all Missouri law enforcement agencies to follow the IACP Vehicular Pursuit Guidelines.

STATEWIDE TRAFFIC CRASH ANALYSIS

Making the roadway traffic system less hazardous requires understanding the system as a whole – understanding the interaction between its elements (vehicles, roads, road users and their physical, social and economic environments) and identifying where there is potential for intervention. This integrated approach more effectively addresses our traffic safety problems.

Problem Identification

Problem identification involves the study of the relationship between collisions and the characteristics of people using the roadways, types and numbers of vehicles on the roads, miles traveled, and roadway engineering.

Most motor vehicle crashes have multiple causes. Experts and studies have identified three categories of factors that contribute to crashes – human, roadway environment, and vehicle factors. Human factors involve the driver's actions (speeding and violating traffic laws) or condition (effects of alcohol or drugs, inattention, decision errors, age). Roadway environment factors include the design of the roadway, roadside hazards, and roadway conditions. Vehicle factors include any failures in the vehicle or its design. Human factors are generally seen as contributing most often to crashes at 93 percent, followed by roadway environment at 33 percent, and finally the vehicle at 13 percent (US General Accounting Office, GAO-03-436, *Research Continues on a Variety of Factors that Contribute to Motor Vehicle Crashes*, March 2003).

Since this Plan is directed toward modifying behavior so that safety will be the accepted norm, it stands to reason that we must identify and categorize those individuals who are making unsafe decisions and/or who are causing traffic crashes. It will be obvious to the reader that this document references *targeted* audiences or populations. The term “target audience” infers a population group that is overrepresented in a particular type of crash (e.g., drinking drivers) or is underrepresented in using safety devices (e.g., unhelmeted motorcyclists or unbuckled occupants). This terminology is in no way meant to profile certain populations by age, gender, race, or nationality. Rather, this is an accepted term to identify specific population groups that must be reached with our messages and our enforcement efforts if we are to reduce traffic crashes, prevent injuries, and save lives.

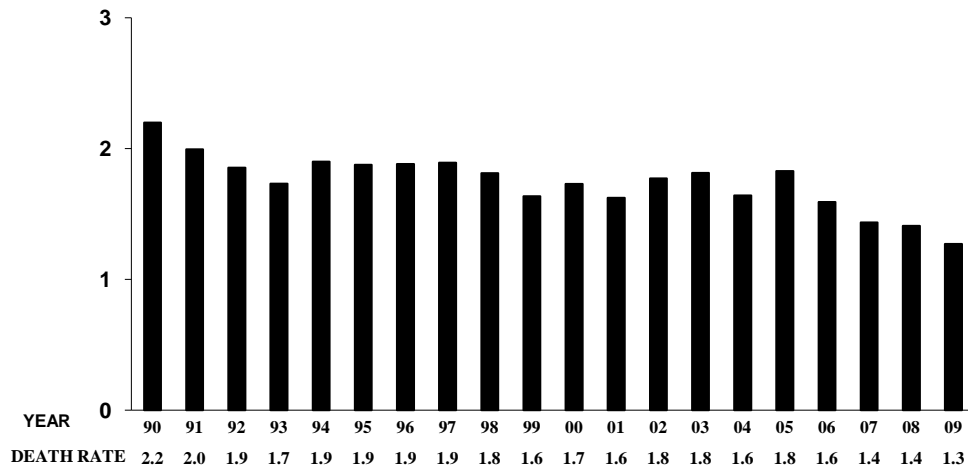


Research has shown that the number of crashes at a particular site can vary widely from year to year, even if there are no changes in traffic or in the layout of the road. Since a single year's data is subject to considerable statistical variation; three years is generally regarded as a practical minimum period for which a fairly reliable annual average rate can be calculated. Statistical data from the most current three years are analyzed to support the annual Highway Safety Plan.

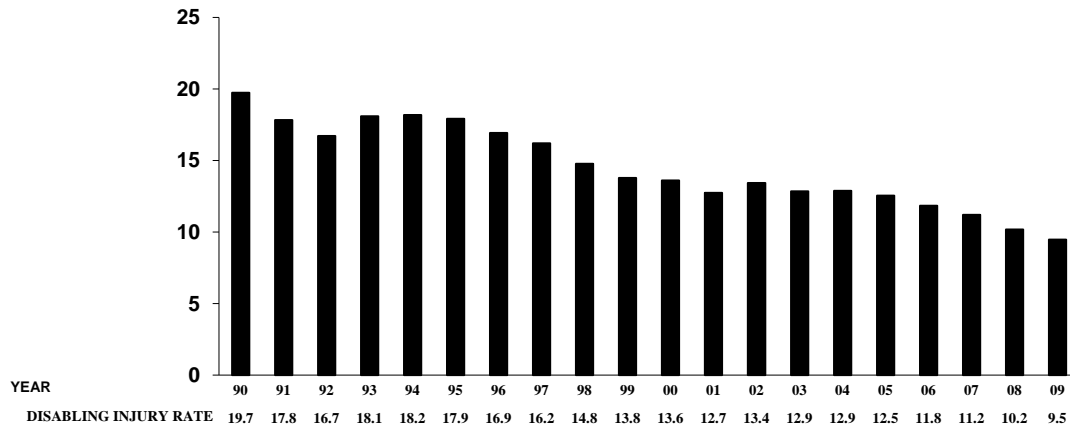
In the 3-year period **2007-2009**, a total of **2,830 people died** on Missouri's roadways while another **21,215 suffered disabling injuries**. A fatality is recorded when a victim dies within 30 days of the crash date from injuries sustained in the crash. A disabling injury is recorded when a victim observed at the scene has sustained injuries that prevent them from walking, driving, or continuing activities the person was capable of performing before the crash. While we recognize that many crashes result simply in property damage, only Fatal and Disabling (serious) Injury crashes have been targeted because they are more costly in human suffering, social and economic terms.

The graphs on this page present a long-term depiction of deaths and disabling injuries covering the 20-year period 1990 through 2009. While the graphs on the following page address only the 3-year period 2007-2009 assessed within this plan.

**MISSOURI DEATH RATE
1990-2009**

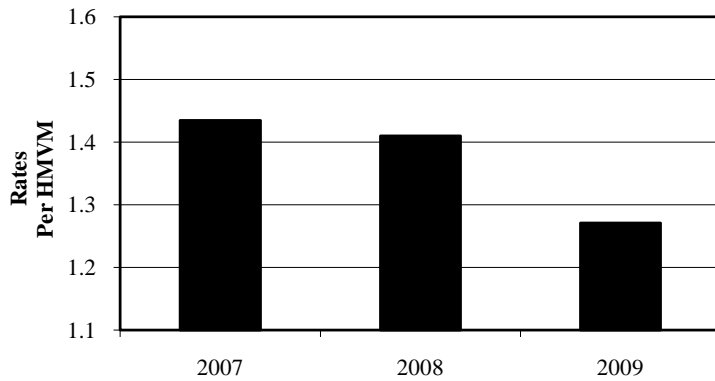


**MISSOURI DISABLING INJURY RATE
1990-2009**



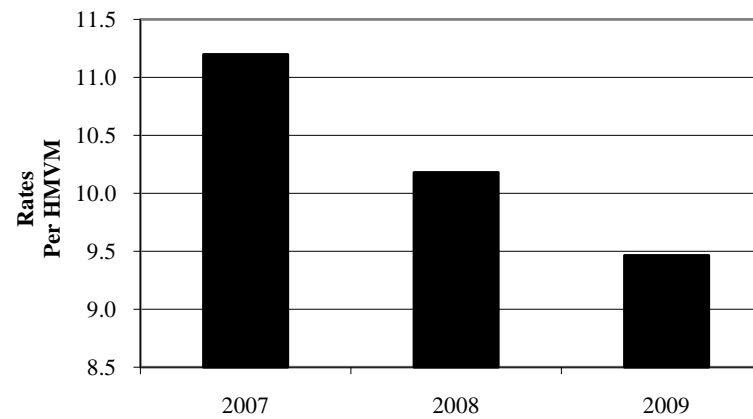
State of Missouri - Traffic Safety Statistics

Fatality Rates



State of Missouri - Traffic Safety Statistics

Disabling Injury Rates



Year	Fatalities	Disabling Injuries	Miles Traveled ¹	Fatality ² Rate	Disabling Injury Rate ³
2007	992	7,744	69,150,000,000	1.4	11.2
2008	960	6,932	68,086,000,000	1.4	10.2
2009	878	6,539	69,096,000,000	1.3	9.5

¹Miles traveled were obtained from the Missouri Department of Transportation - Planning (not an official number)

²Number of fatalities per 100 million miles of vehicle travel.

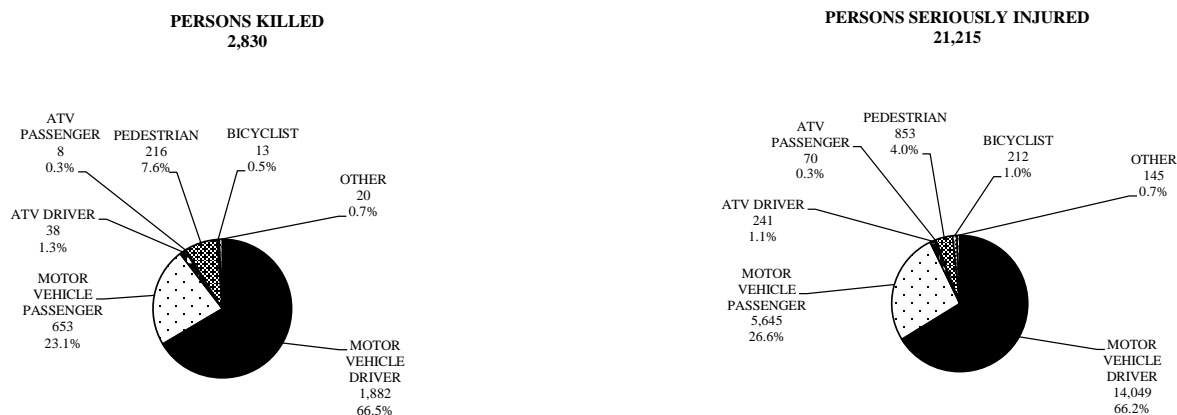
³Number of disabling injuries per 100 million miles of vehicle travel.

Current Traffic Crash Data: 2007-2009

Although overall fatalities and the death rate reflect a positive reduction, it should not be a cause for complacency. A substantial number of people continue to be killed and seriously injured on Missouri roadways and most of these traffic crashes are preventable. In 2007-2009, of the 475,013 traffic crashes, 2,531 resulted in fatalities and 16,312 resulted in serious injuries. These fatal and serious injury crashes resulted in 2,830 deaths and 21,215 serious injuries.

A substantial number of persons killed and injured in Missouri's 2007-2009 traffic crashes were drivers and passengers of motorized vehicles. Of the fatalities, 66.5% were drivers and 23.1% were passengers; of those seriously injured, 66.2% were drivers and 26.6% were passengers.

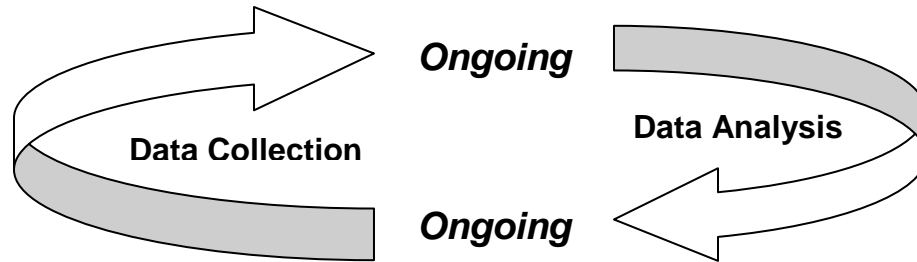
2007-2009 MISSOURI FATALITIES AND DISABLING INJURIES



Note: OTHER = drivers/passengers of farm implements, motorized bicycles, other transport devices, construction equipment and unknown vehicle body types.

Data Collection

Data is the cornerstone of this study, and is essential for diagnosing crash problems and monitoring efforts to solve traffic safety problems. We must identify the demographics of the roadway users involved in crashes, what behaviors or actions led to their crashes, and the conditions under which the crashes occurred. Data collection and analysis is dynamic throughout the year.



When data is effectively used to identify repeating patterns in the dynamic interaction of people, pavement, vehicles, traffic, and other conditions, there is increased potential for successful mitigation. From this comes a reduction in the number and severity of crashes, ultimately resulting in fewer fatalities and disabling injuries.

The Missouri State Highway Patrol serves as the central repository for all traffic crash data in the state. The Safety Section of MoDOT's Traffic Division analyzes that data to compile statistics on fatalities and disabling injuries. Three years' worth of crash statistics are compiled to provide a more representative sampling, thereby more effectively normalizing the data.

Collisions are analyzed to identify:

- *Occurrence* – time of day, day of week, month of year, holidays and/or special events
- *Roadways* – urban versus rural, design, signage, traffic volume, work zones, visibility factors, location within high accident corridors
- *Roadway users* – age, gender, vehicle users versus pedestrians
- *Safety devices* – used/not used (safety belts, child safety seats, motorcycle helmets)
- *Causation factors* –
 - Primary: aggressive driving, impaired by alcohol and/or other drugs, distracted or fatigued, speeding or driving too fast for conditions, red light running
 - Secondary: run off the road, head-on, horizontal curves, collisions with trees or utility poles, unsignalized intersections
- *Vehicles* – type (e.g., passenger vehicles, motorcycles, pickup trucks)

Contributing Factors

Analysis of our statewide traffic crash data was based on the five Emphasis Areas and their focus areas as defined in the *Blueprint to ARRIVE ALIVE*:

Emphasis Area I – Serious Crash Types

Emphasis Area II – High-Risk Drivers and Occupants

Emphasis Area III – Special Vehicles

Emphasis Area IV – Vulnerable Roadway Users

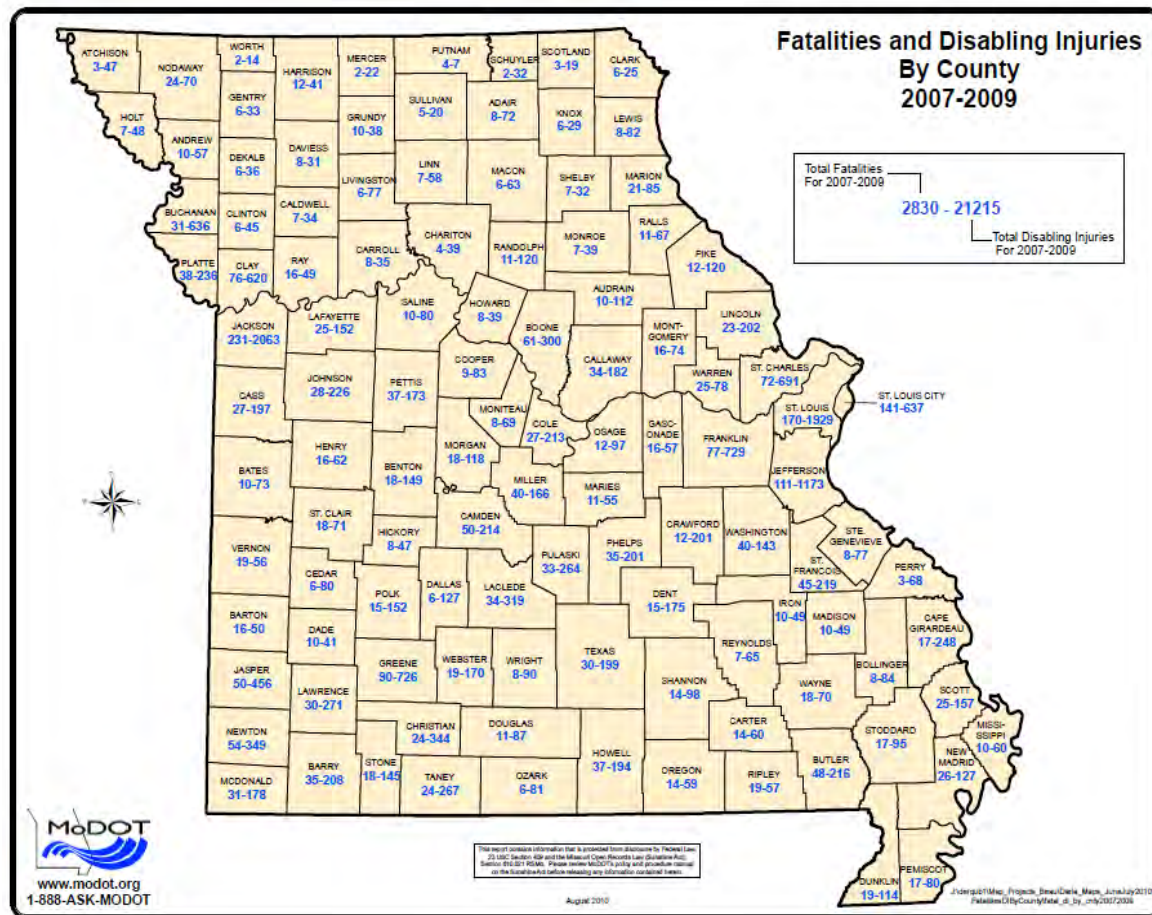
Emphasis Area V – Special Roadway Environments

Total Fatalities and Disabling Injuries by Target Area 2007-2009

Fatalities					Disabling Injuries				
Description	2007	2008	2009	Total	Description	2007	2008	2009	Total
Unrestrained Occupants	478	489	425	1,392	Seriously Injured in Run-Off-Road Crashes	3,338	2,967	2,691	8,996
Aggressive Driving Involved					Aggressive Driving Involved				
Following too close	18	18	15	51	Following too close	481	414	396	1,291
Too fast for conditions	254	262	224	740	Too fast for conditions	2,177	1,872	1,658	5,707
Speed exceeded limit	174	194	161	529	Speed exceeded limit	552	536	464	1,552
TOTAL for 3 conditions	446	474	400	1,320	TOTAL for 3 conditions	3,210	2,822	2,518	8,550
Killed in Run-Off-Road Crashes	447	460	398	1,305	Seriously Injured in Intersection Crashes				
Horizontal Curves Involved	350	332	293	975	Unsignalized	1,430	1,287	1,234	3,951
Alcohol and/or Other Drugs Involved	257	279	281	817	Signalized	768	698	634	2,100
Inattentive Drivers Involved	247	231	181	659	Total for Intersection Serious Injuries	2,198	1,985	1,868	6,051
Young Drivers—15-20 Involved	180	189	153	522	Horizontal Curves Involved	2,199	1,889	1,782	5,870
Killed in Intersection Crashes					Unrestrained Occupants	2,116	1,930	1,703	5,749
Unsignalized	114	124	90	328	Inattentive Drivers Involved	2,124	1,715	1,697	5,536
Signalized	55	39	53	147	Young Drivers—15-20 Involved	1,945	1,771	1,618	5,334
TOTAL for Intersection Fatalities	169	163	143	475	Alcohol and/or Other Drugs Involved	1,324	1,205	1,141	3,670
Killed in Head-On Crashes					Unlicensed Drivers Involved	900	818	756	2,474
Head-On - Non-Interstate	158	133	136	427	Seriously Injured in Collision with Tree	802	790	701	2,293
Head-On - Interstates	6	14	4	24	Motorcyclists Seriously Injured	715	750	639	2,104
TOTAL for Non-Interstate and Interstate	164	147	140	451	Seriously Injured in Head-On Crashes				
Killed in Collision with Tree	141	153	142	436	Head-On - Non-Interstates	761	592	570	1,923
Unlicensed Drivers Involved	138	151	123	412	Head-On - Interstates	13	23	12	48
Killed Involving Commercial Motor Vehicles	168	137	99	404	TOTAL for Non-Interstate and Interstate	774	615	582	1,971
Motorcyclists Killed	91	107	84	282	Older Drivers—65-75 Involved	641	641	628	1,910
Older Drivers—65-75 Involved	84	84	91	259	Seriously Injured Involving Commercial Motor Vehicles	682	549	512	1,743
Older Drivers – 76 or Older Involved	90	80	65	235	Older Drivers – 76 or Older Involved	363	350	366	1,079
Pedestrians Killed	79	66	71	216	Pedestrians Seriously Injured	306	288	259	853
Killed in Collision with Utility Pole	27	38	23	88	Seriously Injured in Collision with Utility Pole	236	223	227	686
Killed in Work Zones	5	12	13	30	Seriously Injured in Work Zones	94	75	73	242
Bicyclists Killed	9	2	2	13	Bicyclists Seriously Injured	71	69	72	212
School Buses / Bus Signal Involved	5	1	2	8	School Buses / Bus Signal Involved	31	20	35	86

Urban versus Rural Crash Experience

Traffic crashes are not evenly distributed on Missouri roadways. As expected, crashes occur in large numbers in the densely populated urban areas (population of 5,000 or more) of the State. Since such a large portion of Missouri's overall population is in the rural areas (under 5,000 population or unincorporated area), the greater number of crashes occurs in those areas. Of the 18,843 fatal and disabling injury crashes in 2007-2009, 47.5% occurred in an urban community while 52.5% occurred in a rural area. The rural areas of the State take on even greater significance when examining only fatal traffic crashes. In 2007-2009 fatal traffic crashes, 37.4% occurred in an urban area of the state while 62.6% occurred in a rural area.



COUNTY RANK ORDER

2007-2009

FATAL CRASHES

2007 - 2009 Missouri Fatal Traffic Crashes Rank Order County Listing

Data reflects all crashes in system as of August 4, 2010

Ranking	County	Count	Percent
1	JACKSON	214	8.5%
2	ST. LOUIS	156	6.2%
3	ST. LOUIS CITY	126	5.0%
4	JEFFERSON	108	4.3%
5	GREENE	79	3.1%
6	ST. CHARLES	69	2.7%
7	FRANKLIN	67	2.6%
8	CLAY	64	2.5%
9	BOONE	58	2.3%
10	NEWTON	51	2.0%
11	CAMDEN	43	1.7%
11	JASPER	43	1.7%
13	BUTLER	42	1.7%
14	ST. FRANCOIS	38	1.5%
15	PLATTE	37	1.5%
15	WASHINGTON	37	1.5%
17	BARRY	32	1.3%
17	MILLER	32	1.3%
19	LACLEDE	31	1.2%
20	HOWELL	30	1.2%
20	PETTIS	30	1.2%
20	PHELPS	30	1.2%
20	PULASKI	30	1.2%
24	BUCHANAN	29	1.1%
24	CALLAWAY	29	1.1%
26	TEXAS	25	1.0%
27	CASS	24	0.9%
27	COLE	24	0.9%
27	LAFAYETTE	24	0.9%
27	LAWRENCE	24	0.9%
27	NEW MADRID	24	0.9%
27	WARREN	24	0.9%
33	MCDONALD	23	0.9%
33	TANEY	23	0.9%
35	CHRISTIAN	22	0.9%
35	JOHNSON	22	0.9%
35	SCOTT	22	0.9%
38	MARION	21	0.8%
39	NODAWAY	20	0.8%
40	LINCOLN	19	0.8%
41	DUNKLIN	18	0.7%
42	BENTON	17	0.7%
42	STONE	17	0.7%
42	WAYNE	17	0.7%
42	WEBSTER	17	0.7%
46	CAPE GIRARDEAU	16	0.6%
46	MORGAN	16	0.6%
46	ST. CLAIR	16	0.6%
46	STODDARD	16	0.6%
46	VERNON	16	0.6%

51	GASCONADE	15	0.6%
51	HENRY	15	0.6%
51	MONTGOMERY	15	0.6%
54	OREGON	14	0.6%
54	PEMISCOT	14	0.6%
54	POLK	14	0.6%
54	RIPLEY	14	0.6%
58	CARTER	13	0.5%
58	RAY	13	0.5%
60	BARTON	12	0.5%
60	HARRISON	12	0.5%
60	OSAGE	12	0.5%
63	SHANNON	11	0.4%
64	CRAWFORD	10	0.4%
64	DENT	10	0.4%
64	MARIES	10	0.4%
64	MISSISSIPPI	10	0.4%
64	PIKE	10	0.4%
64	RALLS	10	0.4%
64	RANDOLPH	10	0.4%
71	ANDREW	9	0.4%
71	AUDRAIN	9	0.4%
71	DADE	9	0.4%
71	DOUGLAS	9	0.4%
71	IRON	9	0.4%
71	MADISON	9	0.4%
77	ADAIR	8	0.3%
77	CARROLL	8	0.3%
77	COOPER	8	0.3%
77	GRUNDY	8	0.3%
77	HICKORY	8	0.3%
77	MONITEAU	8	0.3%
77	SALINE	8	0.3%
77	STE. GENEVIEVE	8	0.3%
77	WRIGHT	8	0.3%
86	BATES	7	0.3%
86	BOLLINGER	7	0.3%
86	LINN	7	0.3%
86	REYNOLDS	7	0.3%
90	CALDWELL	6	0.2%
90	CEDAR	6	0.2%
90	CLINTON	6	0.2%
90	DALLAS	6	0.2%
90	DAVIESS	6	0.2%
90	DEKALB	6	0.2%
90	GENTRY	6	0.2%
90	HOWARD	6	0.2%
90	LEWIS	6	0.2%
90	MACON	6	0.2%
90	MONROE	6	0.2%
90	OZARK	6	0.2%
102	CLARK	5	0.2%
102	HOLT	5	0.2%
102	LIVINGSTON	5	0.2%
102	SULLIVAN	5	0.2%

106	CHARITON	4	0.2%
106	KNOX	4	0.2%
106	SHELBY	4	0.2%
109	ATCHISON	3	0.1%
109	PERRY	3	0.1%
109	PUTNAM	3	0.1%
112	MERCER	2	0.1%
112	SCHUYLER	2	0.1%
112	SCOTLAND	2	0.1%
112	WORTH	2	0.1%

COUNTY RANK ORDER

2007-2009

DISABLING INJURY CRASHES

2007 - 2009 Missouri Disabling Injury Traffic Crashes Rank Order County Listing

Data reflects all crashes in system as of August 4, 2010

Ranking	County	Count	Percent
1	JACKSON	1629	10.0%
2	ST. LOUIS	1581	9.7%
3	JEFFERSON	865	5.3%
4	GREENE	572	3.5%
5	ST. CHARLES	555	3.4%
6	FRANKLIN	543	3.3%
7	ST. LOUIS CITY	537	3.3%
8	CLAY	496	3.0%
9	BUCHANAN	481	2.9%
10	JASPER	353	2.2%
11	CHRISTIAN	252	1.5%
12	NEWTON	249	1.5%
13	BOONE	242	1.5%
14	LACLEDE	232	1.4%
15	PULASKI	211	1.3%
16	TANEY	203	1.2%
17	CAPE GIRARDEAU	196	1.2%
18	PLATTE	191	1.2%
19	LAWRENCE	181	1.1%
20	JOHNSON	175	1.1%
21	COLE	171	1.0%
22	CAMDEN	169	1.0%
22	ST. FRANCOIS	169	1.0%
24	BUTLER	168	1.0%
25	PHELPS	161	1.0%
26	CRAWFORD	155	1.0%
27	CASS	154	0.9%
28	BARRY	151	0.9%
29	TEXAS	147	0.9%
30	LINCOLN	137	0.8%
31	CALLAWAY	136	0.8%
32	HOWELL	135	0.8%
33	MCDONALD	134	0.8%
34	LAFAYETTE	129	0.8%
35	DENT	125	0.8%
35	PETTIS	125	0.8%
35	POLK	125	0.8%
38	WEBSTER	122	0.7%
39	MILLER	119	0.7%
40	STONE	116	0.7%
41	SCOTT	111	0.7%
42	WASHINGTON	110	0.7%
43	BENTON	109	0.7%
44	MORGAN	96	0.6%
45	DALLAS	89	0.5%
46	DUNKLIN	87	0.5%

47	NEW MADRID	86	0.5%
47	RANDOLPH	86	0.5%
49	AUDRAIN	84	0.5%
50	PIKE	83	0.5%
51	WRIGHT	76	0.5%
52	STODDARD	71	0.4%
53	BOLLINGER	69	0.4%
53	DOUGLAS	69	0.4%
53	MARION	69	0.4%
53	SHANNON	69	0.4%
57	COOPER	65	0.4%
57	OSAGE	65	0.4%
57	OZARK	65	0.4%
60	PEMISCOT	63	0.4%
61	BATES	62	0.4%
62	SALINE	61	0.4%
63	PERRY	59	0.4%
64	ADAIR	58	0.4%
64	LEWIS	58	0.4%
64	LIVINGSTON	58	0.4%
67	STE. GENEVIEVE	57	0.3%
68	NODAWAY	55	0.3%
68	REYNOLDS	55	0.3%
70	CEDAR	54	0.3%
70	MONTGOMERY	54	0.3%
70	WARREN	54	0.3%
73	WAYNE	53	0.3%
74	ST. CLAIR	50	0.3%
75	MONITEAU	49	0.3%
76	OREGON	47	0.3%
76	RALLS	47	0.3%
78	MACON	46	0.3%
78	RIPLEY	46	0.3%
80	HENRY	45	0.3%
81	CARTER	44	0.3%
81	LINN	44	0.3%
83	MARIES	43	0.3%
83	MISSISSIPPI	43	0.3%
85	GASCONADE	41	0.3%
86	ANDREW	40	0.2%
86	VERNON	40	0.2%
88	MADISON	39	0.2%
89	ATCHISON	38	0.2%
90	HOLT	37	0.2%
91	IRON	36	0.2%
92	BARTON	35	0.2%
93	HARRISON	34	0.2%
93	RAY	34	0.2%
95	HICKORY	33	0.2%
96	CHARITON	31	0.2%
96	GRUNDY	31	0.2%
98	DEKALB	30	0.2%
99	CLINTON	29	0.2%
100	CALDWELL	28	0.2%
101	HOWARD	27	0.2%
101	MONROE	27	0.2%
103	CARROLL	26	0.2%
103	DADE	26	0.2%

105	DAVISS	24	0.1%
105	KNOX	24	0.1%
107	GENTRY	23	0.1%
108	SCHUYLER	22	0.1%
109	SHELBY	20	0.1%
110	MERCER	19	0.1%
111	CLARK	18	0.1%
112	SULLIVAN	15	0.1%
113	SCOTLAND	13	0.1%
114	WORTH	12	0.1%
115	PUTNAM	5	0.0%

CITY RANK ORDER

2007-2009

FATAL CRASHES

2007 - 2009 Missouri Fatal Traffic Crashes Rank Order City Listing

Data reflects all crashes in system as of August 4, 2010

Ranking	City	Count	Percent
1	KANSAS CITY	157	18.9%
2	ST. LOUIS	126	15.1%
3	SPRINGFIELD	37	4.4%
4	INDEPENDENCE	30	3.6%
5	COLUMBIA	26	3.1%
6	JOPLIN	19	2.3%
7	LEES SUMMIT	18	2.2%
8	ST. JOSEPH	14	1.7%
9	BRIDGETON	13	1.6%
10	ARNOLD	10	1.2%
11	BERKELEY	9	1.1%
11	BLUE SPRINGS	9	1.1%
11	GRANDVIEW	9	1.1%
11	WEST PLAINS	9	1.1%
15	ST. PETERS	8	1.0%
16	JEFFERSON CITY	7	0.8%
16	O'FALLON	7	0.8%
16	POPLAR BLUFF	7	0.8%
19	BELLEFONTAINE NEIGHBORS	6	0.7%
19	CAPE GIRARDEAU	6	0.7%
19	FLORISSANT	6	0.7%
19	ST. ROBERT	6	0.7%
19	WENTZVILLE	6	0.7%
24	CLINTON	5	0.6%
24	EUREKA	5	0.6%
24	FENTON	5	0.6%
24	FESTUS	5	0.6%
24	HANNIBAL	5	0.6%
24	JENNINGS	5	0.6%
24	LIBERTY	5	0.6%
24	ROLLA	5	0.6%
24	SEDALIA	5	0.6%
24	ST. CHARLES	5	0.6%
34	DES PERES	4	0.5%
34	FARMINGTON	4	0.5%
34	LEBANON	4	0.5%
34	RAYTOWN	4	0.5%
34	RIVERSIDE	4	0.5%
34	ROGERSVILLE	4	0.5%
34	SIKESTON	4	0.5%
34	ST. JAMES	4	0.5%

42	AURORA	3	0.4%
42	CHESTERFIELD	3	0.4%
42	CRYSTAL CITY	3	0.4%
42	ELDON	3	0.4%
42	HAZELWOOD	3	0.4%
42	LAKE OZARK	3	0.4%
42	MARYLAND HEIGHTS	3	0.4%
42	NEVADA	3	0.4%
42	NIXA	3	0.4%
42	NORTH KANSAS CITY	3	0.4%
42	PACIFIC	3	0.4%
42	PARKVILLE	3	0.4%
42	PEVELY	3	0.4%
42	SENECA	3	0.4%
42	SEYMOUR	3	0.4%
42	ST. CLAIR	3	0.4%
42	SUNSET HILLS	3	0.4%
42	TOWN AND COUNTRY	3	0.4%
42	TRENTON	3	0.4%
42	UNION	3	0.4%
42	WASHINGTON	3	0.4%
42	WEBB CITY	3	0.4%
42	WEBSTER GROVES	3	0.4%
42	WILDWOOD	3	0.4%
66	BATTLEFIELD	2	0.2%
66	BILLINGS	2	0.2%
66	BRANSON	2	0.2%
66	BRENTWOOD	2	0.2%
66	CASSVILLE	2	0.2%
66	CHARLESTON	2	0.2%
66	CREVE COEUR	2	0.2%
66	DE SOTO	2	0.2%
66	FERGUSON	2	0.2%
66	FULTON	2	0.2%
66	GLADSTONE	2	0.2%
66	HERCULANEUM	2	0.2%
66	HOLLISTER	2	0.2%
66	MALDEN	2	0.2%
66	MAPLEWOOD	2	0.2%
66	MARSHALL	2	0.2%
66	MOBERLY	2	0.2%
66	MONETT	2	0.2%
66	PAGEDALE	2	0.2%
66	PECULIAR	2	0.2%
66	PINE LAWN	2	0.2%
66	PLATTE CITY	2	0.2%
66	REPUBLIC	2	0.2%
66	RICHMOND	2	0.2%
66	SCOTT CITY	2	0.2%
66	ST. ANN	2	0.2%

66	THAYER	2	0.2%
66	WARRENSBURG	2	0.2%
66	WELDON SPRING	2	0.2%
66	WRIGHT CITY	2	0.2%
96	AVA	1	0.1%
96	BELTON	1	0.1%
96	BLOOMFIELD	1	0.1%
96	BOLIVAR	1	0.1%
96	BONNE TERRE	1	0.1%
96	BOONVILLE	1	0.1%
96	BRECKENRIDGE HILLS	1	0.1%
96	CABOOL	1	0.1%
96	CALIFORNIA	1	0.1%
96	CAMERON	1	0.1%
96	CAMPBELL	1	0.1%
96	CANTON	1	0.1%
96	CARL JUNCTION	1	0.1%
96	CARTHAGE	1	0.1%
96	CARUTHERSVILLE	1	0.1%
96	CENTRALIA	1	0.1%
96	CLAYCOMO	1	0.1%
96	CLAYTON	1	0.1%
96	COUNTRY CLUB HILLS	1	0.1%
96	CRESTWOOD	1	0.1%
96	CUBA	1	0.1%
96	DESLOGE	1	0.1%
96	DEXTER	1	0.1%
96	EAST PRAIRIE	1	0.1%
96	ELLISVILLE	1	0.1%
96	EXCELSIOR SPRINGS	1	0.1%
96	GLENDALE	1	0.1%
96	GRAIN VALLEY	1	0.1%
96	GREENFIELD	1	0.1%
96	HOLTS SUMMIT	1	0.1%
96	KEARNEY	1	0.1%
96	KIRKSVILLE	1	0.1%
96	KIRKWOOD	1	0.1%
96	LAKE LOTAWANA	1	0.1%
96	LAMAR	1	0.1%
96	LEXINGTON	1	0.1%
96	LOUISIANA	1	0.1%
96	MARLBOROUGH	1	0.1%
96	MARYVILLE	1	0.1%
96	MEXICO	1	0.1%
96	MILAN	1	0.1%
96	MOLINE ACRES	1	0.1%
96	MOSCOW MILLS	1	0.1%
96	MOUNTAIN GROVE	1	0.1%
96	NEOSHO	1	0.1%
96	NOEL	1	0.1%

96	NORMANDY	1	0.1%
96	OAK GROVE	1	0.1%
96	OSAGE BEACH	1	0.1%
96	OVERLAND	1	0.1%
96	OZARK	1	0.1%
96	PALMYRA	1	0.1%
96	PLATTSBURG	1	0.1%
96	PLEASANT VALLEY	1	0.1%
96	POTOSI	1	0.1%
96	RAYMORE	1	0.1%
96	RICH HILL	1	0.1%
96	RICHLAND	1	0.1%
96	SHELBINA	1	0.1%
96	SHREWSBURY	1	0.1%
96	SMITHVILLE	1	0.1%
96	ST. GEORGE	1	0.1%
96	STANBERRY	1	0.1%
96	STE. GENEVIEVE	1	0.1%
96	STEELE	1	0.1%
96	STRAFFORD	1	0.1%
96	SUGAR CREEK	1	0.1%
96	TIPTON	1	0.1%
96	UNIVERSITY CITY	1	0.1%
96	VERSAILLES	1	0.1%
96	WAYNESVILLE	1	0.1%
96	WELLSTON	1	0.1%
96	WELLSVILLE	1	0.1%

CITY RANK ORDER

2007-2009

DISABLING INJURY CRASHES

2007 - 2009 Missouri Disabling Injury Traffic Crashes Rank Order City Listing

Data reflects all crashes in system as of August 4, 2010

Ranking	City	Count	Percent
1	KANSAS CITY	1025	15.0%
2	ST. LOUIS	537	7.9%
3	ST. JOSEPH	425	6.2%
4	SPRINGFIELD	323	4.7%
5	INDEPENDENCE	271	4.0%
6	JOPLIN	220	3.2%
7	LEES SUMMIT	209	3.1%
8	LIBERTY	162	2.4%
9	ST. CHARLES	158	2.3%
10	COLUMBIA	141	2.1%
11	BLUE SPRINGS	129	1.9%
12	JEFFERSON CITY	85	1.2%
13	BRIDGETON	70	1.0%
13	FLORISSANT	70	1.0%
15	CHESTERFIELD	62	0.9%
16	FERGUSON	57	0.8%
16	POPLAR BLUFF	57	0.8%
16	ST. PETERS	57	0.8%
19	CREVE COEUR	56	0.8%
19	EXCELSIOR SPRINGS	56	0.8%
21	ARNOLD	55	0.8%
22	O'FALLON	54	0.8%
23	KIRKWOOD	52	0.8%
24	BERKELEY	50	0.7%
24	HAZELWOOD	50	0.7%
24	LEBANON	50	0.7%
27	MARYLAND HEIGHTS	47	0.7%
28	CAPE GIRARDEAU	46	0.7%
29	OZARK	44	0.6%
30	RAYTOWN	43	0.6%
30	SEDALIA	43	0.6%
32	BELTON	42	0.6%
33	FARMINGTON	36	0.5%
34	ROLLA	34	0.5%
35	WENTZVILLE	33	0.5%
36	UNIVERSITY CITY	32	0.5%
37	ST. ROBERT	31	0.5%
37	WILDWOOD	31	0.5%
39	GLADSTONE	30	0.4%
40	BELLEFONTAINE NEIGHBORS	29	0.4%
40	MEXICO	29	0.4%
40	OSAGE BEACH	29	0.4%
40	TOWN AND COUNTRY	29	0.4%
40	WAYNESVILLE	29	0.4%

45	MAPLEWOOD	28	0.4%
45	SIKESTON	28	0.4%
47	GRANDVIEW	27	0.4%
47	KENNETT	27	0.4%
47	NEOSHO	27	0.4%
50	EUREKA	25	0.4%
50	HANNIBAL	25	0.4%
50	OVERLAND	25	0.4%
50	WEBSTER GROVES	25	0.4%
54	CLAYTON	23	0.3%
54	JACKSON	23	0.3%
54	KIRKSVILLE	23	0.3%
54	MOBERLY	23	0.3%
54	SUNSET HILLS	23	0.3%
59	FENTON	22	0.3%
60	COTTLEVILLE	21	0.3%
60	WEST PLAINS	21	0.3%
62	FULTON	20	0.3%
62	LAKE ST. LOUIS	20	0.3%
62	RICHMOND HEIGHTS	20	0.3%
62	ST. CLAIR	20	0.3%
62	UNION	20	0.3%
67	JENNINGS	19	0.3%
67	REPUBLIC	19	0.3%
67	ST. ANN	19	0.3%
70	BRANSON	18	0.3%
70	WEBB CITY	18	0.3%
72	FESTUS	17	0.2%
72	PARKVILLE	17	0.2%
74	BOLIVAR	16	0.2%
74	CARTHAGE	16	0.2%
74	NIXA	16	0.2%
74	PLATTE CITY	16	0.2%
74	WARRENSBURG	16	0.2%
79	AURORA	15	0.2%
79	GRAIN VALLEY	15	0.2%
79	NEVADA	15	0.2%
79	PACIFIC	15	0.2%
83	BALLWIN	14	0.2%
83	DES PERES	14	0.2%
83	PEVELY	14	0.2%
86	HARRISONVILLE	13	0.2%
86	MANCHESTER	13	0.2%
86	OLIVETTE	13	0.2%
86	PERRYVILLE	13	0.2%
86	PLEASANT HILL	13	0.2%
86	TROY	13	0.2%

92	BYRNES MILL	12	0.2%
92	CAMDENTON	12	0.2%
92	CLAYCOMO	12	0.2%
92	NORTH KANSAS CITY	12	0.2%
92	SALEM	12	0.2%
97	HERCULANEUM	11	0.2%
97	HOLLISTER	11	0.2%
97	MOLINE ACRES	11	0.2%
97	MONETT	11	0.2%
97	NORMANDY	11	0.2%
97	RAYMORE	11	0.2%
97	SMITHVILLE	11	0.2%
97	TRENTON	11	0.2%
105	CRYSTAL CITY	10	0.1%
105	DE SOTO	10	0.1%
105	ELLISVILLE	10	0.1%
105	KEARNEY	10	0.1%
105	LADUE	10	0.1%
105	NORWOOD COURT	10	0.1%
111	BRENTWOOD	9	0.1%
111	CHILLICOTHE	9	0.1%
111	MARSHALL	9	0.1%
111	SULLIVAN	9	0.1%
115	HAYTI	8	0.1%
115	HIGGINSVILLE	8	0.1%
115	MARSHFIELD	8	0.1%
115	MOSCOW MILLS	8	0.1%
115	RIVERSIDE	8	0.1%
115	WASHINGTON	8	0.1%
121	BOONVILLE	7	0.1%
121	BOURBON	7	0.1%
121	COOL VALLEY	7	0.1%
121	DEXTER	7	0.1%
121	EL DORADO SPRINGS	7	0.1%
121	ELDON	7	0.1%
121	FRONTENAC	7	0.1%
121	LOUISIANA	7	0.1%
121	OAK GROVE	7	0.1%
121	PAGEDALE	7	0.1%
121	ROCK HILL	7	0.1%
121	SCOTT CITY	7	0.1%
121	SHREWSBURY	7	0.1%
121	STE. GENEVIEVE	7	0.1%
121	SUGAR CREEK	7	0.1%
121	WARRENTON	7	0.1%
121	WILLARD	7	0.1%
121	WRIGHT CITY	7	0.1%

139	BUFFALO	6	0.1%
139	CARROLLTON	6	0.1%
139	CLINTON	6	0.1%
139	MARYVILLE	6	0.1%
139	MINER	6	0.1%
139	PLEASANT VALLEY	6	0.1%
139	ST. JAMES	6	0.1%
139	ST. JOHN	6	0.1%
147	BEL-RIDGE	5	0.1%
147	BOWLING GREEN	5	0.1%
147	BUTLER	5	0.1%
147	CARUTHERSVILLE	5	0.1%
147	CASSVILLE	5	0.1%
147	CRESTWOOD	5	0.1%
147	FREDERICKTOWN	5	0.1%
147	GLENDALE	5	0.1%
147	HILLSBORO	5	0.1%
147	LAKE LOTAWANA	5	0.1%
147	LAKE OZARK	5	0.1%
147	NORTHWOODS	5	0.1%
147	OAKLAND	5	0.1%
147	PARK HILLS	5	0.1%
147	PINE LAWN	5	0.1%
147	POTOSI	5	0.1%
147	ROGERSVILLE	5	0.1%
147	WELLSTON	5	0.1%
165	ANDERSON	4	0.1%
165	BATTLEFIELD	4	0.1%
165	BRECKENRIDGE HILLS	4	0.1%
165	BROOKFIELD	4	0.1%
165	CUBA	4	0.1%
165	DESLOGE	4	0.1%
165	GREENWOOD	4	0.1%
165	HOLTS SUMMIT	4	0.1%
165	HOUSTON	4	0.1%
165	LAMAR	4	0.1%
165	LEXINGTON	4	0.1%
165	MALDEN	4	0.1%
165	ODESSA	4	0.1%
165	SEYMOUR	4	0.1%
165	STRAFFORD	4	0.1%
165	VALLEY PARK	4	0.1%
165	WESTON	4	0.1%

182	AVA	3	0.0%
182	BEL-NOR	3	0.0%
182	CABOOL	3	0.0%
182	CALVERTON PARK	3	0.0%
182	CAMERON	3	0.0%
182	CARL JUNCTION	3	0.0%
182	DARDENNE PRAIRIE	3	0.0%
182	DELLWOOD	3	0.0%
182	HERMANN	3	0.0%
182	IRONTON	3	0.0%
182	KNOB NOSTER	3	0.0%
182	MERRIAM WOODS	3	0.0%
182	NEW HAVEN	3	0.0%
182	NEW MADRID	3	0.0%
182	PORTAGEVILLE	3	0.0%
182	PUXICO	3	0.0%
182	RICHMOND	3	0.0%
182	SARCOXIE	3	0.0%
182	VERSAILLES	3	0.0%
182	WELDON SPRING	3	0.0%
182	WOODSON TERRACE	3	0.0%
203	ALBANY	2	0.0%
203	ASHLAND	2	0.0%
203	BETHANY	2	0.0%
203	BILLINGS	2	0.0%
203	BISMARCK	2	0.0%
203	BLACK JACK	2	0.0%
203	BUCKNER	2	0.0%
203	CALIFORNIA	2	0.0%
203	CANTON	2	0.0%
203	COUNTRY CLUB VILLAGE	2	0.0%
203	CROCKER	2	0.0%
203	DUENWEG	2	0.0%
203	EDINA	2	0.0%
203	ELSBERRY	2	0.0%
203	FORSYTH	2	0.0%
203	LA MONTE	2	0.0%
203	LICKING	2	0.0%
203	LINCOLN	2	0.0%
203	MARCELINE	2	0.0%
203	MARIONVILLE	2	0.0%
203	MARLBOROUGH	2	0.0%
203	MAYSVILLE	2	0.0%
203	MILAN	2	0.0%
203	MONTGOMERY CITY	2	0.0%
203	OWENSVILLE	2	0.0%
203	PARIS	2	0.0%
203	PIEDMONT	2	0.0%
203	PURDY	2	0.0%
203	RICH HILL	2	0.0%

203	RICHLAND	2	0.0%
203	ROCK PORT	2	0.0%
203	SENECA	2	0.0%
203	STANBERRY	2	0.0%
203	STEELVILLE	2	0.0%
203	THAYER	2	0.0%
203	TIPTON	2	0.0%
203	VANDALIA	2	0.0%
203	WILLOW SPRINGS	2	0.0%
203	WINONA	2	0.0%
242	ADRIAN	1	0.0%
242	ASH GROVE	1	0.0%
242	BLOOMFIELD	1	0.0%
242	BONNE TERRE	1	0.0%
242	CAMPBELL	1	0.0%
242	CHARLESTON	1	0.0%
242	CLARKTON	1	0.0%
242	CLEVER	1	0.0%
242	COUNTRY CLUB HILLS	1	0.0%
242	DONIPHAN	1	0.0%
242	DUQUESNE	1	0.0%
242	EAST PRAIRIE	1	0.0%
242	GALLATIN	1	0.0%
242	GERALD	1	0.0%
242	GOWER	1	0.0%
242	GRANBY	1	0.0%
242	GREENFIELD	1	0.0%
242	HAMILTON	1	0.0%
242	HOLDEN	1	0.0%
242	KIMBERLING CITY	1	0.0%
242	LA PLATA	1	0.0%
242	LATHROP	1	0.0%
242	MACON	1	0.0%
242	MANSFIELD	1	0.0%
242	MARBLE HILL	1	0.0%
242	MEMPHIS	1	0.0%
242	MONROE CITY	1	0.0%
242	MOUNT VERNON	1	0.0%
242	MOUNTAIN VIEW	1	0.0%
242	NOEL	1	0.0%
242	PALMYRA	1	0.0%
242	PECULIAR	1	0.0%
242	PRINCETON	1	0.0%
242	RIVERVIEW	1	0.0%
242	SAVANNAH	1	0.0%
242	SENATH	1	0.0%
242	SHELBINA	1	0.0%
242	SLATER	1	0.0%
242	SPARTA	1	0.0%
242	STEELE	1	0.0%

242	SWEET SPRINGS	1	0.0%
242	UNIONVILLE	1	0.0%
242	VILLAGE OF FOUR SEASONS	1	0.0%
242	WARSAW	1	0.0%
242	WINDSOR	1	0.0%

UNINCORPORATED COUNTY

RANK ORDER

2007-2009

FATAL CRASHES

Rank Order Unincorporated County Listing

Data reflects all crashes in system as of August 4, 2010

Ranking	County	Count	Percent
1	JEFFERSON	82	4.8%
2	FRANKLIN	55	3.2%
3	ST. LOUIS	54	3.2%
4	CAMDEN	42	2.5%
5	ST. CHARLES	41	2.4%
6	NEWTON	36	2.1%
6	WASHINGTON	36	2.1%
8	BUTLER	35	2.1%
9	GREENE	34	2.0%
10	ST. FRANCOIS	32	1.9%
11	BOONE	31	1.8%
12	JASPER	30	1.8%
13	BARRY	28	1.6%
14	LACLEDE	27	1.6%
15	MILLER	26	1.5%
16	CALLAWAY	25	1.5%
16	PETTIS	25	1.5%
18	NEW MADRID	24	1.4%
18	TEXAS	24	1.4%
20	LAFAYETTE	23	1.4%
21	JACKSON	22	1.3%
21	MCDONALD	22	1.3%
21	PULASKI	22	1.3%
21	WARREN	22	1.3%
25	HOWELL	21	1.2%
25	LAWRENCE	21	1.2%
25	PHELPS	21	1.2%
28	CASS	20	1.2%
28	JOHNSON	20	1.2%
30	CLAY	19	1.1%
30	NODAWAY	19	1.1%
30	PLATTE	19	1.1%
30	TANEY	19	1.1%
34	COLE	18	1.1%
34	LINCOLN	18	1.1%
36	BENTON	17	1.0%
36	STONE	17	1.0%
36	WAYNE	17	1.0%

39	CHRISTIAN	16	0.9%
39	SCOTT	16	0.9%
39	ST. CLAIR	16	0.9%
42	BUCHANAN	15	0.9%
42	DUNKLIN	15	0.9%
42	GASCONADE	15	0.9%
42	MARION	15	0.9%
42	MORGAN	15	0.9%
47	MONTGOMERY	14	0.8%
47	RIPLEY	14	0.8%
47	STODDARD	14	0.8%
50	CARTER	13	0.8%
50	POLK	13	0.8%
50	VERNON	13	0.8%
50	WEBSTER	13	0.8%
54	HARRISON	12	0.7%
54	OREGON	12	0.7%
54	OSAGE	12	0.7%
54	PEMISCOT	12	0.7%
58	BARTON	11	0.6%
58	RAY	11	0.6%
58	SHANNON	11	0.6%
61	CAPE GIRARDEAU	10	0.6%
61	DENT	10	0.6%
61	HENRY	10	0.6%
61	MARIES	10	0.6%
61	RALLS	10	0.6%
66	ANDREW	9	0.5%
66	CRAWFORD	9	0.5%
66	IRON	9	0.5%
66	MADISON	9	0.5%
66	PIKE	9	0.5%
71	AUDRAIN	8	0.5%
71	CARROLL	8	0.5%
71	DADE	8	0.5%
71	DOUGLAS	8	0.5%
71	HICKORY	8	0.5%
71	RANDOLPH	8	0.5%
77	ADAIR	7	0.4%
77	BOLLINGER	7	0.4%
77	COOPER	7	0.4%
77	LINN	7	0.4%
77	MISSISSIPPI	7	0.4%
77	REYNOLDS	7	0.4%
77	STE. GENEVIEVE	7	0.4%
77	WRIGHT	7	0.4%
85	BATES	6	0.4%
85	CALDWELL	6	0.4%
85	CEDAR	6	0.4%
85	DALLAS	6	0.4%

85	DAVISS	6	0.4%
85	HOWARD	6	0.4%
85	MACON	6	0.4%
85	MONITEAU	6	0.4%
85	MONROE	6	0.4%
85	OZARK	6	0.4%
85	SALINE	6	0.4%
96	CLARK	5	0.3%
96	CLINTON	5	0.3%
96	DEKALB	5	0.3%
96	GENTRY	5	0.3%
96	GRUNDY	5	0.3%
96	HOLT	5	0.3%
96	LEWIS	5	0.3%
96	LIVINGSTON	5	0.3%
104	CHARITON	4	0.2%
104	KNOX	4	0.2%
104	SULLIVAN	4	0.2%
107	ATCHISON	3	0.2%
107	PERRY	3	0.2%
107	PUTNAM	3	0.2%
107	SHELBY	3	0.2%
111	MERCER	2	0.1%
111	SCHUYLER	2	0.1%
111	SCOTLAND	2	0.1%
111	WORTH	2	0.1%

UNINCORPORATED COUNTY RANK ORDER

2007-2009

DISABLING INJURY CRASHES

2007 - 2009 Missouri Disabling Injury Traffic Crashes Rank Order Unincorporated County Listing

Data reflects all crashes in system as of August 4, 2010

Ranking	County	Count	Percent
1	JEFFERSON	731	7.7%
2	ST. LOUIS	498	5.3%
3	FRANKLIN	469	4.9%
4	GREENE	209	2.2%
5	ST. CHARLES	206	2.2%
6	CHRISTIAN	189	2.0%
7	NEWTON	187	2.0%
8	LACLEDE	182	1.9%
9	TANEY	169	1.8%
10	LAWRENCE	161	1.7%
11	JOHNSON	155	1.6%
12	PULASKI	147	1.6%
13	CRAWFORD	141	1.5%
14	TEXAS	138	1.5%
15	BARRY	135	1.4%
16	CAMDEN	131	1.4%
17	MCDONALD	129	1.4%
18	CAPE GIRARDEAU	127	1.3%
19	JASPER	122	1.3%
20	PHELPS	121	1.3%
20	ST. FRANCOIS	121	1.3%
22	STONE	115	1.2%
23	LINCOLN	114	1.2%
24	DENT	113	1.2%
24	LAFAYETTE	113	1.2%
26	BUTLER	111	1.2%
26	HOWELL	111	1.2%
28	POLK	109	1.1%
28	WEBSTER	109	1.1%
30	CALLAWAY	108	1.1%
31	BENTON	106	1.1%
32	WASHINGTON	105	1.1%
33	MILLER	103	1.1%
34	BOONE	99	1.0%
35	MORGAN	93	1.0%
36	COLE	90	0.9%
37	CLAY	84	0.9%
38	DALLAS	83	0.9%
39	PETTIS	80	0.8%
40	SCOTT	76	0.8%
41	JACKSON	75	0.8%
41	WRIGHT	75	0.8%
43	NEW MADRID	74	0.8%
44	CASS	73	0.8%

45	PIKE	71	0.7%
45	PLATTE	71	0.7%
47	BOLLINGER	68	0.7%
48	SHANNON	67	0.7%
49	DOUGLAS	66	0.7%
50	OSAGE	65	0.7%
50	OZARK	65	0.7%
52	RANDOLPH	63	0.7%
53	STODDARD	60	0.6%
54	COOPER	58	0.6%
55	BUCHANAN	56	0.6%
55	LEWIS	56	0.6%
57	REYNOLDS	55	0.6%
58	BATES	54	0.6%
59	AUDRAIN	53	0.6%
59	DUNKLIN	53	0.6%
61	MONTGOMERY	52	0.5%
62	WAYNE	51	0.5%
63	SALINE	50	0.5%
63	ST. CLAIR	50	0.5%
63	STE. GENEVIEVE	50	0.5%
66	LIVINGSTON	49	0.5%
66	NODAWAY	49	0.5%
66	PEMISCOT	49	0.5%
69	CEDAR	47	0.5%
70	PERRY	46	0.5%
70	RALLS	46	0.5%
72	MONITEAU	45	0.5%
72	OREGON	45	0.5%
72	RIPLEY	45	0.5%
75	CARTER	44	0.5%
75	MACON	44	0.5%
75	MARION	44	0.5%
78	MARIES	43	0.5%
79	MISSISSIPPI	41	0.4%
80	WARREN	40	0.4%
81	LINN	39	0.4%
82	HENRY	38	0.4%
83	ANDREW	37	0.4%
83	HOLT	37	0.4%
85	ATCHISON	36	0.4%
85	GASCONADE	36	0.4%
87	ADAIR	35	0.4%
88	MADISON	34	0.4%
89	HICKORY	33	0.3%
89	IRON	33	0.3%
91	HARRISON	32	0.3%
92	BARTON	31	0.3%
93	CHARITON	30	0.3%
93	RAY	30	0.3%

95	CALDWELL	27	0.3%
95	DEKALB	27	0.3%
95	HOWARD	27	0.3%
98	CLINTON	25	0.3%
98	DADE	25	0.3%
98	VERNON	25	0.3%
101	MONROE	24	0.3%
102	DAVIESS	23	0.2%
103	KNOX	22	0.2%
103	SCHUYLER	22	0.2%
105	CARROLL	20	0.2%
105	GRUNDY	20	0.2%
107	GENTRY	19	0.2%
107	SHELBY	19	0.2%
109	CLARK	18	0.2%
109	MERCER	18	0.2%
111	SULLIVAN	13	0.1%
112	SCOTLAND	12	0.1%
112	WORTH	12	0.1%
114	PUTNAM	4	0.0%
115	ST. LOUIS CITY	1	0.0%

Statewide Goals, Performance Measures, and Benchmarks

Goal #1: To reduce fatalities to:

- 963 or lower by 2009
- 925 or lower by 2010
- 888 or lower by 2011
- 850 or lower by 2012

Performance Measures:

- Number of statewide fatalities
- Fatality rate per 100M VMT

Benchmarks:

- Expected 2010 fatalities = 925
- Expected 2010 fatality rate per 100M VMT = 1.32

Goal #2: To reduce serious injuries to:

- 6,818 by 2009
- 6,549 by 2010
- 6,287 by 2011
- 6,020 by 2012

Performance Measure:

- Number of serious injuries

Benchmark:

- Expected 2010 serious (disabling) injuries = 6,549



PUBLIC INFORMATION AND EDUCATION



Background

Traffic crashes, unfortunately, appear to be an accepted part of our mobile society. Drivers become complacent to the task of driving. They usually don't think about crashing until they witness a wreck, then they slow down and are cautious for a short while. After that, it's back to driving just like they were before.

Most people tend to think they are good drivers. One of the Highway Safety Division's former campaigns posed the question "*What if everybody drove like you?*" The typical response was, "*There would be fewer crashes,*" or "*We'd be better off.*" When drivers are asked to assess their driving skills, three out of four say their own skills are above average. Is it possible for this many drivers to be above average? Our challenge is to make the general public aware of their poor driving habits, responsive to changing these habits, and to voluntarily comply with Missouri's traffic laws.

This is accomplished by developing highly visible, catchy campaigns that are coupled with strong enforcement efforts. We rely on our traffic safety partners to be active participants in these campaigns. Some of the most effective campaigns have been the national law enforcement mobilization efforts such as ***Click It or Ticket*** and ***You Drink & Drive. YOU LOSE.*** People heard about the mobilizations in the media, there were well-recognized logos to support the effort, and drivers were aware that the risk of apprehension was high. These campaigns have proven their ability to not only heighten awareness, but also to ultimately make positive behavioral changes.

The Public Information Subcommittee of the Missouri Coalition for Roadway Safety (MCRS) is comprised of partners throughout the state who have expertise in traffic safety programming. The subcommittee developed a central theme for use on all traffic safety materials and campaigns. The theme, ***ARRIVE ALIVE***, conveys a consistent unified message regardless of whether the campaign pertains to occupant protection, drinking drivers, or any other traffic safety concern. The HSD works closely with the committee to coordinate all of our public awareness efforts. The coalition's website was recently redesigned to grab people's attention and convey safety information in the best way possible. The site features eye-catching graphics, intriguing videos, news and information, driving tips and advice on how to Arrive Alive at your destination. We are also participating in the social networking services *Twitter* and *Facebook*, both of which are extremely popular with teens and young adults.

This year, the Highway Safety Division will have an added tool to combat fatalities and disabling injuries on our roadways. This tool is a driver survey that reflects drivers' views on a variety of highway safety issues including seat belt usage, speeding, cell phone use, and impaired driving. Heartland Market Research conducted this research project that reached 3,010 adult Missouri drivers in June of 2010 (Drivers were surveyed via landline telephone from 114 counties and the City of St. Louis, resulting in a universe of participants from 677 different zip codes). The

purpose was to capture current attitudes and awareness of highway safety issues. These findings will be used to design and implement public information and law enforcement campaigns that effectively deter drivers from engaging in unsafe driving behaviors. In addition, better understanding driver attitudes on highway safety issues will also aide in public policy and legislative decisions.

The results of this driver survey showed that drivers perceive their driving abilities and habits to be better than citation numbers and accident rates reflect. For example, 82.2% of the sample in the driver survey claim to always use their seat belt but the most recent safety belt survey (2010) showed that only 76% of drivers observed were actually belted. Also, drivers' perception of law enforcement efforts were revealed. Half of drivers surveyed thought people would be caught at least fifty percent of the time if they did not wear their seat belt. About three-quarters thought their chances of receiving a speeding ticket if they speed were at least fifty percent. The largest perceived risk of being ticketed or arrested was associated with driving while impaired; 72.3% of those surveys expected people who drove after drinking would be arrested at least half of the time.

Additionally, driver attitudes towards traffic laws were extrapolated using this survey. A slight majority of the survey population preferred to keep Missouri's seat belt law a secondary law and leave the penalty for violating it unchanged. The drivers surveyed overwhelming favored some type of restrictions on cell phone use.

The full executive summary of this report is attached in Appendix A of the Highway Safety Plan.

Goal #1: Promote Missouri's traffic safety issues to improve understanding and increase compliance with state traffic laws, thereby reducing fatalities and disabling injuries

Performance Measures:

- Traffic crash statistics relevant to target audiences
- Campaign messages:
 - > Target audiences reached
 - > News clippings
 - > Venues utilized
 - > Total spots aired
 - > Total impressions/reach
- Increase in safety devices used:
 - > Statewide safety belt use rate
 - > Teen safety belt use rate
 - > Commercial vehicle safety belt use rate
 - > Child safety seat and/or booster seat use rate
 - > Motorcycle helmet usage rate (note: this survey is not conducted annually)
- Pieces of traffic safety materials distributed

Benchmarks:

- 2009 fatalities = 878
- Campaign messages:
 - > Target audiences reached = General public; young drivers; parents/caregivers of children in child safety seats or booster seats; older drivers; commercial motor vehicle drivers; pedestrians; bicyclists; motorcyclists; impaired drivers

- > News clippings = Seat Belt (590); Child Passenger Safety (240); Impaired Driving (974); Motorcycle (188); Older Driver (86); School and Bus Safety (91); Teens (333); Work Zone (141) Miscellaneous (715); TOTAL=3,358
- > Venues utilized = Internet; radio; billboards; television; print; cinema; social media; events; mobile (text messaging); email; outdoor advertising; other
- > Total spots aired: Spring Teen Seat Belt (4,530 spots); Work Zone (13,197 spots); Motorcycle Safety (8,074 spots); Click It or Ticket (11,059 spots); You Drink & Drive You Lose (7,435 spots); Child Passenger Safety (1,465 spots); Fall Teen Seat Belt (3,726 spots); Holiday impaired driving (4,708 spots); All quarterly impaired driving (1,891 spots);
- > TOTAL = 56,085
- > Total served impressions: Spring Teen Seat Belt (6,366,356); Work zone (16,393,367); Motorcycle safety (n/a); Click It or Ticket (7,749,468); You Drink & Drive You Lose (8,860,640); Child Passenger Safety (5,610,474); Fall Teen Seat Belt (3,308,995); Holiday impaired driving (4,092,867)
- > TOTAL: 52,382,167
- Increase in safety devices used:
 - > Statewide safety belt use rate = 76 percent in 2010
 - > Teen safety belt use rate = 66 percent in 2010
 - > Commercial vehicle safety belt use rate (note: this survey is not conducted annually) = 73 percent in 2010
 - > Child safety seat and/or booster seat use rate = 91 percent in 2009
 - > Motorcycle helmet usage rate (note: this survey is not conducted annually) = 99.2 percent in 2005
- Pieces of traffic safety materials distributed = 300,416

Strategies

1. Serve as the point of contact for the media and the general public to field questions, conduct interviews, and provide information
2. Conduct an attitude and awareness survey. The survey will contain questions on occupant protection, impaired driving, speeding, and distracted driving (cellphone/texting)
3. Organize and/or participate in press events and work with media outlets across the state to promote highway safety initiatives
4. Encourage the media to participate in campaigns by publicizing our messages
5. Publicize the services and resources of the Highway Safety Division to the general public through our Web sites at www.saveMOlives.com, in workshops, at conferences/exhibits, and through our materials
6. Develop, update and disseminate public information/promotional/educational materials and websites
7. Develop and promote materials/campaigns to reach specific audiences (e.g., high risk drivers, vulnerable roadway users, impaired drivers, mature drivers)
8. Actively participate in the Missouri Coalition for Roadway Safety (MCRS) public information subcommittee in order to increase coordination, communication and cooperation among safety advocates statewide
9. Promote and incorporate the ARRIVE ALIVE theme and logo developed by the MCRS
10. Work with the MCRS regional coalitions to appropriately target their messages and develop programs to meet their needs
11. Develop strategies to work with partners—both traditional and nontraditional—in order to reach wider audiences and maximize resources

12. Solicit public information activity reports from law enforcement partners and district coalitions
13. Work with the Motor Carrier Safety Assistance Program, Safe Routes to School Program, Missouri Motorcycle Safety Education Program, and others to promote joint traffic safety awareness campaigns when possible
14. Give presentations and provide training to community groups, schools, etc. as available
15. Serve on federal, state, and regional committees/boards in order to broaden opportunities to promote traffic safety issues
16. Promote law enforcement mobilization efforts: *Click It or Ticket* safety belt campaign; *You Drink & Drive. YOU LOSE* alcohol campaign; quarterly occupant protection and impaired driving mobilizations; *Operation Safe Teen* youth campaign
17. Purchase paid advertising to support traffic safety campaigns (e.g., occupant protection and impaired driving)
18. Support and promote MoDOT's construction work zone public awareness campaign
19. Promote *Saved by the Belt* and *Battle of the Belt* programs
20. Promote the *Seat Belt Convincer*, *Rollover Simulator*, and *SIDNE* educational programs to assure the units are used to reach as many people as possible
21. Participate in the Missouri State Fair to educate the public on traffic safety issues and any modifications to traffic safety laws
22. Promote the cellular phone ICE program (In Case of Emergency) which is designed to assist first responders in rapidly identifying a crash victim's emergency contacts



AGGRESSIVE DRIVERS



Background

The causes of aggressive driving are complex. However, three factors in particular are linked to aggressive driving: 1) lack of responsible driving behavior; 2) reduced levels of traffic enforcement; and 3) increased congestion and travel in our urban areas. One researcher has suggested that, “A driving behavior is aggressive if it is deliberate, likely to increase the risk of collision and is motivated by impatience, annoyance, hostility and/or an attempt to save time.”

Aggressive driving is a serious problem on Missouri’s roadways and has contributed substantially to traffic crashes, especially crashes resulting in death. Aggressive drivers are defined within *Missouri’s Blueprint to ARRIVE ALIVE* as, “drivers of motorized vehicles who committed one or more of the following violations which contributed to the cause of a traffic crash: speeding; driving too fast for conditions; and/or following too close.”

2007-2009 Missouri Aggressive Driver Involved Fatalities & Disabling Injuries
Type Of Circumstance (by Crash Severity¹)

CIRCUMSTANCE	FATALITIES - 1,320	DISABLING INJURIES - 8,550
Exceeding Speed Limit	40.1%	18.2%
Too Fast For Conditions	56.5%	66.7%
Following Too Close	3.9%	15.1%

¹ Percentage of 2007-2009 aggressive driving related fatalities and disabling injuries by type of aggressive driving behavior involved. For instance, in aggressive driving related fatalities and disabling injuries, 40.1% involved a motorized vehicle-driver exceeding the speed limit. NOTE: Multiple aggressive driving factors can be related to a single fatality or disabling injury.

Aggressive drivers not only put their own lives at risk, but the lives of others as well. Of the 1,236 people killed, 63.2% were the aggressive driver and the other 36.8% were some other party in the incident. Of the 8,010 seriously injured, slightly more than one-half (54.8%) were the aggressive drivers and nearly one-half (45.2%) being some other person involved.

Speeding (too fast for conditions or exceeding the posted limit) is a large part of the aggressive driving problem. In 2002, NHTSA conducted a national telephone survey of over 4,000 drivers which verified that speeding is a pervasive behavior with most drivers—51% indicated they drive 10 mph over the posted speed on the interstates and 34% responded that they drive 10 mph faster than most other vehicles. According to an April 2009 report by the AAA Foundation for Traffic Safety, aggressive driving actions “were reported in 56 percent of fatal crashes from 2003 through 2007, with excessive speed being the number one factor.”

In 2007-2009, there were 475,013 crashes in Missouri – 18.3% involved speeding. Correlating with the national data, Missouri’s problem is also more significant when examining fatal crashes—of the **2,531 fatal crashes, 41.9% involved drivers who were speeding.**

Goal #1: To decrease aggressive driving-related fatalities by 2 percent annually to:

- 419 by 2010
- 410 by 2011
- 402 by 2012
- 394 by 2013

Performance Measure:

- Number of aggressive driving-related fatalities

Benchmarks:

- 2009 aggressive driving-related fatalities = 376

Goal #2: To decrease speed-related fatalities by 2 percent annually to:

- 409 by 2010
- 401 by 2011
- 393 by 2012
- 385 by 2013

Performance Measure:

- Number of speed-related fatalities

Benchmarks:

- 2009 speed-related fatalities = 366

Goal #3: To increase speed-related arrests made during grant-funded enforcement activities and mobilizations by 2 percent annually to:

- 96,924 by 2010
- 98,863 by 2011
- 100,840 by 2012
- 102,856 by 2013

Performance Measure:

- Number of speeding citations issued during grant-funded enforcement activities and mobilizations

Benchmark:

- 2009 speeding citations issued during grant-funded enforcement activities and mobilizations = 98,453

Strategies

1. Expand targeted corridor projects and Selective Traffic Enforcement Programs (STEPS) conducted by the Highway Patrol and local law enforcement agencies
2. Continue to strategize with law enforcement and training academy partners to develop enforcement/awareness countermeasures and share their concepts and programs
3. Fund saturation enforcement efforts in construction/work zones in the MoDOT districts and enhance the enforcement with public awareness campaigns
4. Expand use of speed monitoring and changeable message signs
5. Expand efforts to educate roadway users on the dangers of aggressive driving and the rules of the road

ALCOHOL AND OTHER DRUGS

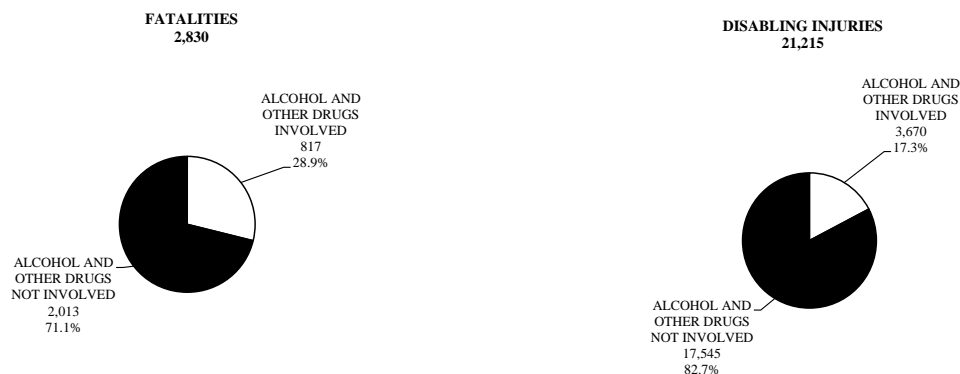


Background

It is impossible to predict how alcohol will affect a person on any given occasion. Every drink, especially the first, influences the body and mind having a profound impact over divided attention skills like driving a motor vehicle. Only one drink could have dire consequences.

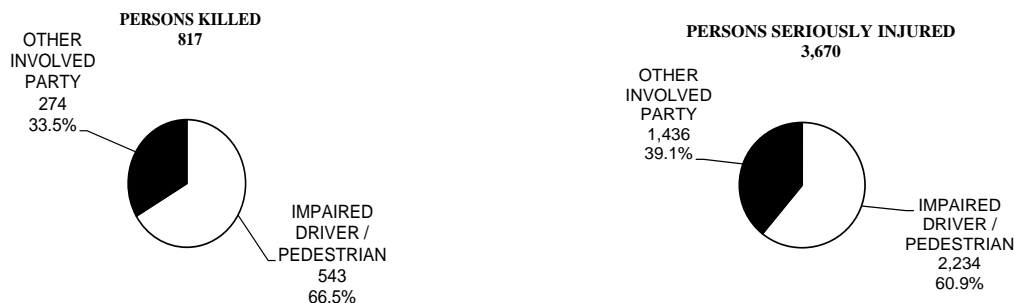
Alcohol and other drugs contribute substantially to traffic crashes on Missouri's roads, especially those resulting in death or disabling injury. In the 2007-2009 period, 475,013 traffic crashes occurred in the State. Of those, 0.5% resulted in a fatality and 3.4% involved someone being seriously injured. During the same time period, there were 24,445 traffic crashes where one or more drivers and/or pedestrians were under the influence of intoxicants and in the opinion of the investigating officer their intoxicated condition was a contributing factor to the crash. In these crashes where drivers or pedestrians were impaired by alcohol or other drugs, 817 people were killed and another 3,670 were seriously injured. It also is important to note that impaired driving is under-reported as a contributing factor in traffic crashes. This under-reporting is due to drivers undergoing injuries sustained from crashes without being tested for blood alcohol content. Also, some forms of drug impairment may not be apparent to officers on the scene. As a result, it is an even greater problem than these statistics would indicate. In addition, 87.1% of impaired drivers killed also failed to wear a seat belt further complicating the problem of impaired driving.

2007-2009 MISSOURI ALCOHOL AND OTHER DRUG RELATED FATALITIES AND DISABLING INJURIES



A common misconception is that impaired drivers are mostly hurting and killing themselves. While that is often true, a substantial number of people killed and seriously injured in these crashes were not intoxicated. Their actions in these incidents probably did not contribute to the cause of the collision. Of the 817 people killed in alcohol and other drug-related traffic crashes, 66.5% were the impaired driver/pedestrian and 33.5% were some other involved party. Of the 3,670 seriously injured, 60.9% were the impaired drivers/pedestrians while 39.1% were other persons in the incidents.

2007-2009 MISSOURI ALCOHOL AND OTHER DRUG RELATED FATALITIES AND DISABLING INJURIES (Person Involvement)

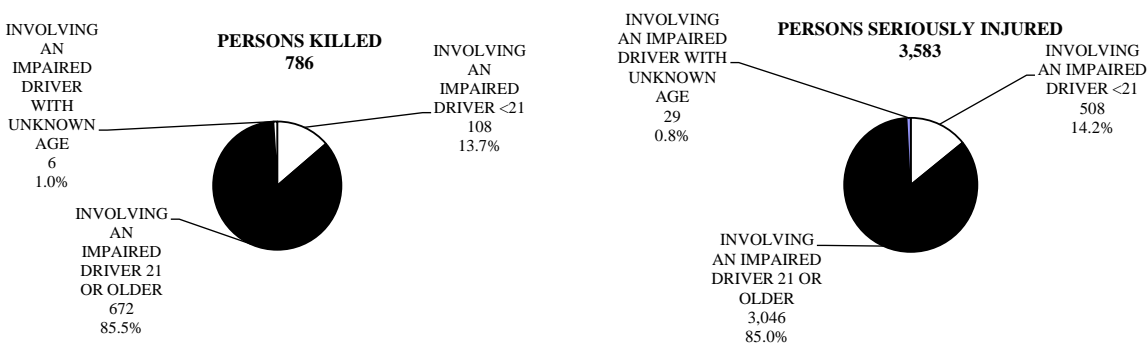


Young Impaired Drivers (Under Age 21)

Youth make up a significant proportion of impaired drivers of motorized vehicles causing traffic crashes on Missouri roadways. Of the 24,235 impaired drivers involved in traffic crashes during 2007-2009, 13.2% were under the age of 21 (in known cases). This is especially significant when you consider it is illegal for someone under 21 to possess or consume alcohol in Missouri.

In 2007-2009, a total of 713 impaired drivers were involved in crashes where one or more persons were killed. In known cases, 14.3% of these drivers were under the age of 21. A total of 108 persons were killed in traffic crashes involving these young drivers. Of those persons killed, 48.1% were the underage impaired driver and 51.9% were some other party in the crash.

2007-2009 MISSOURI ALCOHOL AND OTHER DRUG RELATED FATALITIES AND DISABLING INJURIES (by Age)



NOTE: The data for persons killed and seriously injured involving an impaired driver by age does not include data for those crashes where the driver's age was unknown or where the pedestrian was the impaired party. Also, one alcohol and other drug related crash has the potential of consisting of an impaired driver younger than 21 and one 21 or older. In these cases, the persons killed and seriously injured will be counted in each chart shown above.

Goal #1: To decrease fatalities involving drivers with .08 BAC or greater by 2 percent annually to:

- 298 by 2010
- 292 by 2011
- 286 by 2012
- 280 by 2013

Performance Measure:

- Number of fatalities involving drivers of passenger vehicles and motorcycle operators with .08 BAC or greater

Benchmarks:

- 2008 fatalities involving drivers of passenger vehicles and motorcycle operators with .08 BAC or greater = 310

Goal #2: To increase impaired driving arrests made during grant-funded enforcement activities by 2 percent annually to:

- 7,711 by 2010
- 7,865 by 2011
- 8,022 by 2012
- 8,182 by 2013

Performance Measure:

- Number of impaired driving arrests made during grant-funded enforcement activities

Benchmark:

- 2009 impaired driving arrests made during grant-funded enforcement activities = 5,369 (DWI)

Goal #3: To decrease fatalities involving impaired drivers under the age of 21 years by 2 percent annually to:

- 37 by 2010
- 36 by 2011
- 35 by 2012
- 34 by 2013

Performance Measure:

- Number of fatalities involving impaired drivers under the age of 21 years

Benchmark:

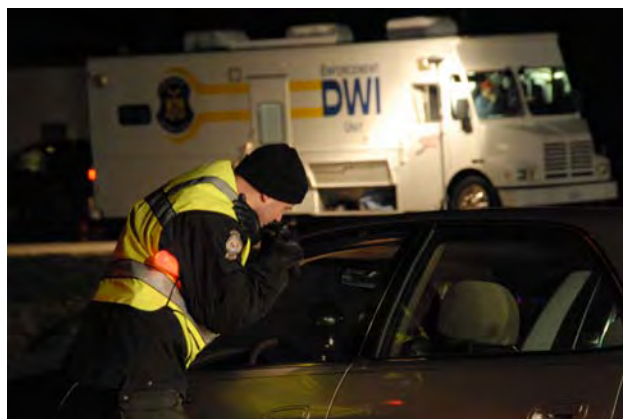
- 2009 fatalities involving impaired drivers under the age of 21 years = 37



Strategies

Public Information and Education

1. Educate the public on the dangers of driving after drinking or using other drugs through public awareness campaigns such as ***You Drink & Drive. YOU LOSE.***, through quarterly impaired driving mobilizations, and through the distribution of educational materials at traffic safety workshops, health and safety fairs, displays, on the web site, and through public service announcements
2. Incorporate impaired driving educational programs into school systems and businesses
3. Develop statewide designated driver programs which stress alternatives to drinking and driving (CHEERS designated driver program)
4. Educate large numbers of alcohol servers in intervention techniques utilizing the Server Training program conducted by the Division of Alcohol and Tobacco Control and through the SMART Web-based server training program; continue to expand and promote the programs
5. Provide support for the MCRS Impaired Driving subcommittee to address impaired driving crashes and underage impaired driving
6. Implement, if possible, recommendations identified in the 2008 Statewide Impaired Driving Assessment
7. Working through the MCRS Impaired Driving Subcommittee to implement strategies outlined in the Impaired Driving Strategic Plan
8. Continue support for youth and young adult prevention and education programs including Team Spirit Leadership Conference; Team Spirit Reunion; Think First Programs (School Assembly Programs, Elementary School Curriculum, Young Traffic Offenders Program); university level Partners in Prevention and Partners in Environmental Change; local community educational programs
9. Revise and reprint impaired driving educational materials as needed; expand partnerships to encourage use of these materials in their publications
10. Develop campaigns/materials to reach targeted high-risk groups
11. Develop materials to educate legislators about alcohol and other drug-related driving issues
12. Participate in interagency committees to share ideas, avoid duplication of efforts, and maximize resources (MCRS and the MCRS Impaired Driving Subcommittee, Missouri Youth/Adult Alliance, Partners In Prevention, Partners In Environmental Change)
13. Support local efforts to reduce drinking and driving – especially underage drinking – by providing technical assistance to develop programs such as DWI docudramas or *Every 15 Minutes*, loaning them collateral materials to enhance their efforts (fatal vision goggles, videos, community program guides), and providing speakers
14. Provide Drug Impairment Training for Educational Professionals across the state
15. Organize and/or participate in press events and work with media outlets across the state to promote highway safety initiatives



Enforcement

1. Provide funding for alcohol saturation enforcement teams, DWI Task Forces, sobriety checkpoints, quarterly impaired driving mobilizations, overtime salaries for Breath Alcohol Testing (BAT) van operations, and maintenance for BAT vans
2. Provide equipment to enhance enforcement efforts and appropriate training to ensure effective use of this equipment (e.g., breath alcohol testing instruments; enforcement vehicles; digital in-car video cameras; and sobriety checkpoint supplies)
3. Provide training on detection and apprehension of impaired drivers (e.g., standardized field sobriety testing, sobriety checkpoint supervisor training, courtroom testimony, Drug Recognition Experts, and DWI crash investigation techniques)
4. Provide motivational and educational speakers for law enforcement personnel during training events such as the annual Law Enforcement Traffic Safety Advisory Council (LETSAC) conference
5. Provide supplies, support, and training for Drug Recognition Experts and the DRE Recertification Training to ensure continuity of the program
6. Support a State SFST Coordinator who will work in cooperation with the Impaired Driving Subcommittee of the MCRS and the DRE/SFST Advisory Committee in order to maintain standardization of the program
7. Support projects designed to prevent underage alcohol purchase, apprehend minors attempting to purchase alcohol, and provide a physical enforcement/intervention presence (e.g., Server Training, Party Patrol, 1-866-MUSTB21 tipline, PIRE law enforcement training, selective enforcement, compliance checks, and special events)
8. Incorporate, if possible, recommendations identified in the 2008 Impaired Driving Assessment
9. Increase participation in statewide multi-jurisdiction mobilization enforcement efforts
10. Support selective enforcement efforts to address young drinking drivers by funding statewide underage drinking enforcement projects and training
11. Support DWI traffic units with local law enforcement agencies

Prosecution/Adjudication

1. Train judges, prosecutors and law enforcement personnel on local/national DWI issues utilizing the expertise of the Missouri Office of Prosecution Services, Department of Revenue, Office of State Courts Administrator, and the National Drug Court Institute
2. Provide continued funding for the statewide Traffic Safety Resource Prosecutor whose job it is to provide training and technical support for prosecutors in Missouri
3. Continue to provide funding for the MADD Court Monitoring project in selected counties and municipalities in order to increase conviction rates
4. Provide National Drug Court Institute training to DWI court teams from across the state
5. Provide equipment and training to enhance the DWI Tracking System (DWITS)
6. Provide motivational speakers for judicial personnel during training events such as their annual municipal judges and court clerks conference
7. Provide an integrated system, a web link and/or specifications to local law enforcement agencies that will allow them to access the DWITS and enter DWI arrest information that can be tracked through prosecution and sentencing

8. Continue expansion of DWI Courts throughout the state beyond the current nine locations in St. Charles, Lincoln, Jefferson, Buchanan, Greene, Butler, Franklin, Montgomery, and Warren Counties
9. Provide funding for an additional transportation attorney at the Missouri Department of Revenue to provide legal representation for alcohol-related license appeals to Missouri appellate courts.
10. Provide funding for a paralegal position in the legal counsel's office at the Missouri Department of Revenue whose dedicated function will be to serve as the ignition interlock coordinator

Technology

1. Continue to provide DWITS enhancements: design specifications for program linkages; develop reports as needed by the users; conduct training for users of the system
2. Support the efforts of the Missouri Safety Center Breath Instrument Training Laboratory to calibrate and repair breath test instruments in order to improve their reliability, and reassign instruments as needed
3. Seek ways to expedite processing of DWI offenders
4. Improve the process of tracking DWI offenders who have been sanctioned to install ignition interlock devices
5. Monitor ignition interlock manufacturers/installers for adherence to the Breath Alcohol Ignition Interlock Device Program guidelines and administrative rules

Hazard Elimination (Section 154 Open Container Transfer Funds)

Within the provisions of SAFETEA-LU, states were required to pass and enforce a qualifying Open Container law or be subject to a 3% transfer of their federal aid highway funds. These funds were required to be diverted to either alcohol countermeasure safety programs (within the Highway Safety Division) or be utilized for qualifying Hazard Elimination projects. Some of the alcohol countermeasures identified within this Plan are supported by Section 154 transfer funds. The remainder of the funding has been retained for Hazard Elimination efforts.

For several years Missouri has focused on the prevention of crossover fatalities through the installation of 3-strand median guard cable on major roadways – one of the most serious types of crashes occurring in Missouri. Because of our efforts using the Open Container Transfer funds to install the median guard cable, we have almost eliminated crossover fatalities on our divided roadways. Other safety engineering efforts using this funding source involve the installation of rumble stripes focused on keeping vehicles on the roadway and systematic access management improvements to segments of expressways.

OCCUPANT RESTRAINTS



RESTRAINT USE

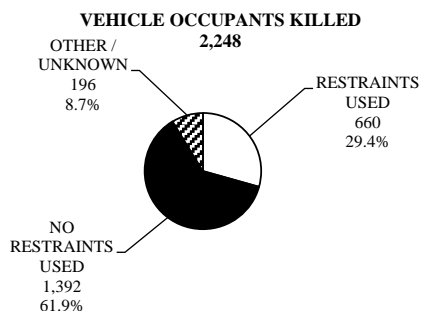
Traffic crashes are the leading cause of death in the United States. It is well recognized that one of the best means of defense in a crash is to be protected by a seat belt or a child safety seat. Increasing safety belt use has tremendous potential for saving lives, preventing injuries, and reducing the economic costs associated with traffic crashes. For many years, motor vehicle manufacturers have been required to install seat belts in their vehicles, so the vast majority of vehicles on the roads today have these types of safety devices installed. The overwhelming percentage of people killed on Missouri roads or seriously injured in 2007-2009, in all probability, had a seat belt available for use (except for pedestrians and motorcyclists):

- 2,830 killed – 79.4% had a seat belt available;
- 21,215 seriously injured – 82.5% had a seat belt available.

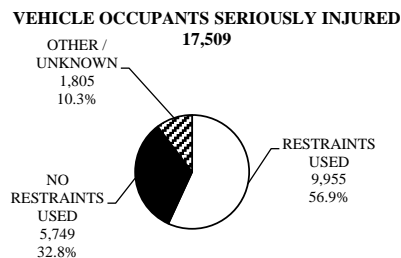
A substantial number of occupants killed in 2007-2009 Missouri traffic crashes were not wearing seat belts compared to those injured and not injured. In fatal crashes where seat belt usage was known, **67.8% of the people who died were not buckled up**. Of those seriously injured, 36.6% were not belted. Conversely, of those not injured, 747,662 were wearing a seat belt.

Note: The following charts include the percent of fatalities with unknown seat belt usage.

2007-2009 MISSOURI TRAFFIC FATALITIES AND DISABLING INJURIES SEAT BELT USAGE



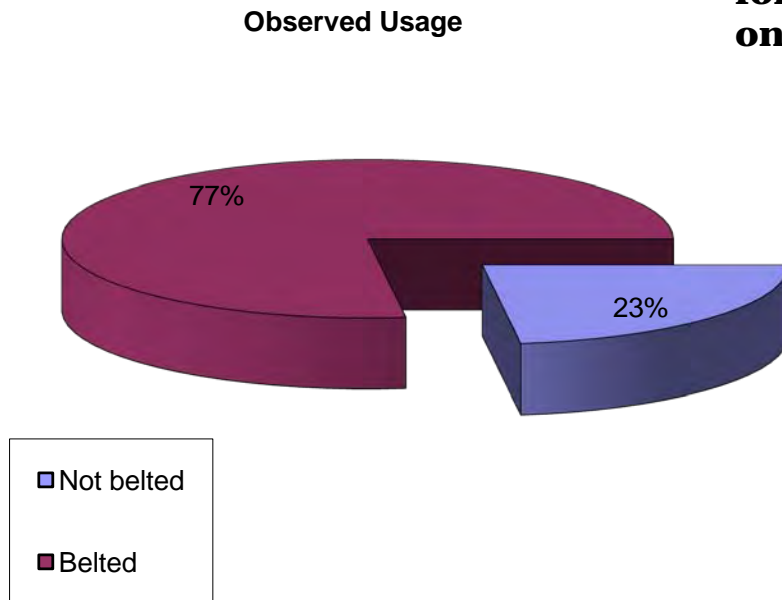
Data includes Child Safety Seats



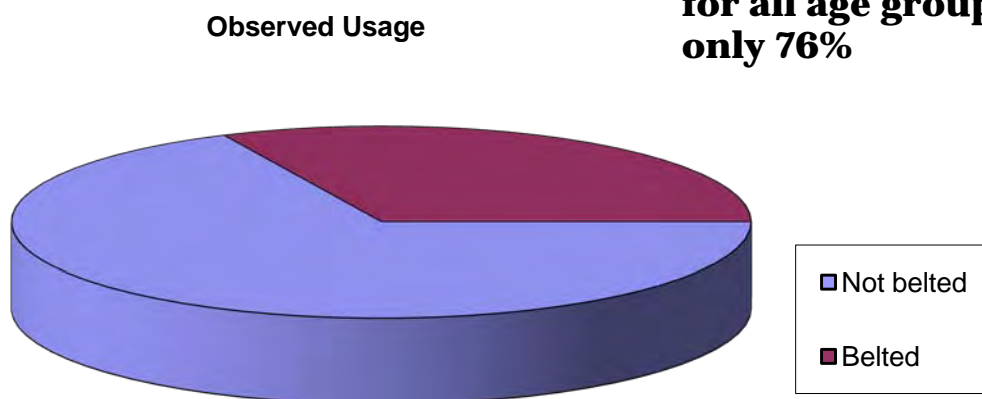
Data includes Child Safety Seats

Seat belt use dramatically reduces a person's chance of being killed or seriously injured in a traffic crash. Of the drivers involved in 2007-2009 crashes, 1 in 2 was injured when they failed to wear their seat belt, however, when they were wearing a seat belt, their chances of being injured in the crash were 1 in 8. When examining driver deaths, the differences are much more significant. Drivers had a **1 in 31** chance of being **killed** if they were **not wearing a seat belt**; but that chance dropped dramatically to only **1 in 1,343** if the driver was **wearing a seat belt**.

**Safety belt usage
for all age groups
only 76%**



**Safety belt usage
for all age groups
only 76%**



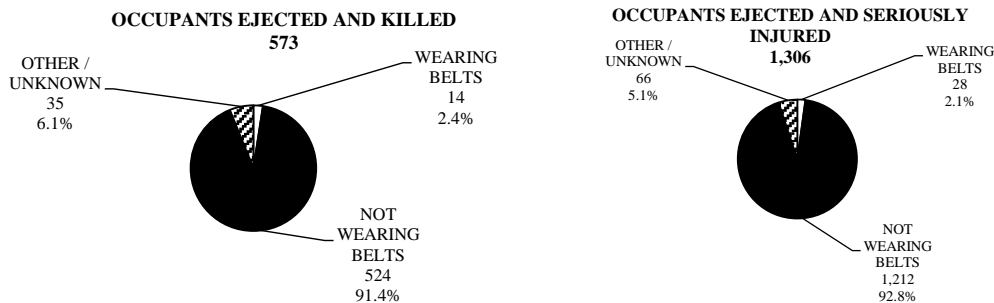
67% of vehicle occupants killed were unbelted

Ejections

The possibility of death and serious injury dramatically increases in cases where the person is ejected from the vehicle at the time of the crash. One of the benefits of being belted is it increases the probability of the person staying in the vehicle and being protected by the vehicle passenger compartment. In known cases of those occupants killed who were totally ejected from the vehicle, 91.4% were not wearing seat belts and of those partially ejected, 81.5% were not belted. Of the occupants not ejected from their vehicles, 48.2% failed to wear their seat belts.

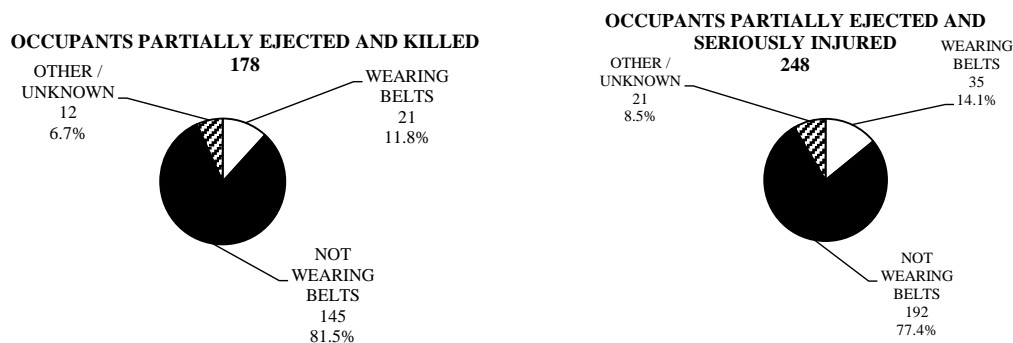
Note: The following charts include the percent of fatalities with unknown seat belt usage.

2007-2009 MISSOURI TRAFFIC FATALITIES AND DISABLING INJURIES SEAT BELT USAGE



In known cases of those occupants seriously injured who were totally ejected from the vehicle, 92.8% were not wearing seat belts and of those partially ejected, 77.4% were not belted. Of the occupants not ejected from their vehicles, 27.6% failed to wear their seat belts.

Note: The following charts include the percent of fatalities with unknown seat belt usage.



Seat Belt Usage Among High School Students

While **67.8%** of the dead occupants were not buckled up, lack of seat belt use becomes even more significant when we segregate young people. When just looking at young people between the ages of 15 through 20, **74.4% percent of those who died were not buckled up.**



The Highway Safety Division had long been concerned with the lack of seat belt usage among young drivers and passengers. Unfortunately, there was no survey data to provide an established use rate for this age group. In 2003, parameters were developed to conduct an observational safety belt usage survey for these teens. It was determined that the most effective way to reach this very targeted age group was to survey specific high schools throughout the state.

Several guiding principles served as the underlying basis for the sampling plan:

1. The individual public high school would be the basic sample unit at which seat belt usage observations would be made.
2. The safety belt usage rates of high school students would be computed for each of the ten MoDOT districts in the state.
3. The number of schools selected from each MoDOT district would be proportionate to the number of schools in that district in comparison to the state total of 496 public high schools
4. The high schools within each district would be selected in their descending order of student enrollment to maximize the number of high school students from each MoDOT district.

One hundred-fifty high schools were selected for the survey in 92 counties (80 percent of the 115 counties in Missouri). Observational data were collected in April/May, Monday through Friday. Two instruments were used to collect the data. One instrument focused on the vehicle and the driver, while the other targeted the front seat outboard passenger and other occupants in the vehicle. A detailed report of all findings is available on file at the Highway Safety office.

Results of the high school surveys reflected mostly modest increases until a 5 percent jump in usage in 2010:

- 2006 – 58 percent;
- 2007 – 61 percent;
- 2008 – 62 percent;
- 2009 – 61 percent; and
- 2010 – 66 percent



Very Young Passengers

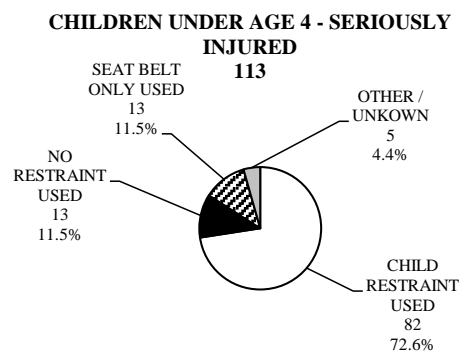
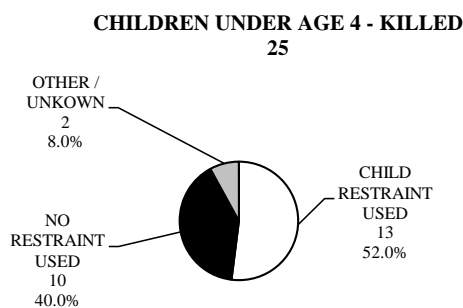
While Missouri must continue to promote the use of seat belts, particular attention must be paid to increasing the use of restraint devices for transporting young children. According to the National Highway Traffic Safety Administration (NHTSA), approximately 7,500 lives have been saved by the proper use of child restraints during the past 20 years. Yet, motor vehicle crashes still remain the number one killer of children ages 4 to 14 in America. The reason? Too often it is the improper non-use of child safety seats and booster seats.



Children Birth through Age Three – Child Safety Seats

In 2007-2009, 25 children under the age of 4 were killed in a motor vehicle; 40.0% were not using any type of restraint device (in known cases). Another 113 were seriously injured. In known cases, 11.5% were not in any restraint device and 11.5% were in an adult seat belt.

2007-2009 MISSOURI TRAFFIC FATALITIES AND DISABLING INJURIES RESTRAINT DEVICE USAGE – CHILDREN UNDER AGE 4



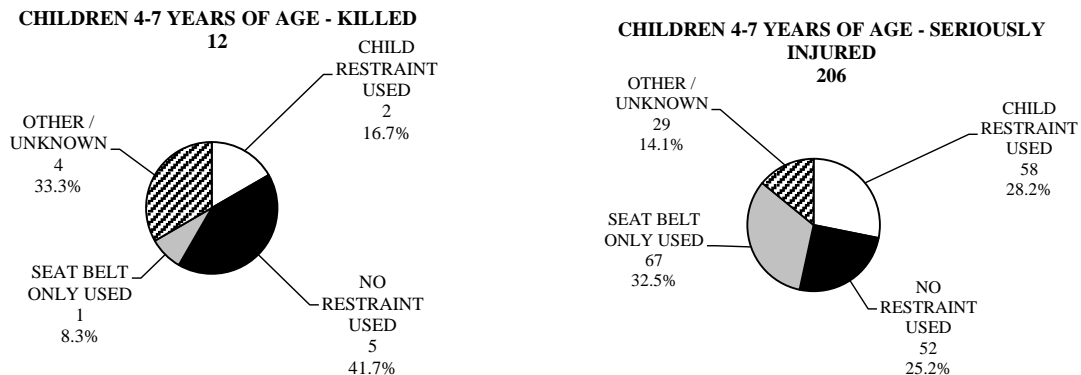
Children Age 4 through 7 – Booster Seats

Research indicates that when children are graduated to a safety belt too soon, they are much more likely to suffer serious, disabling injuries in a crash due to “seat belt syndrome.”

Therefore, during the 2006 legislative session, Missouri’s child passenger restraint law was strengthened to require children ages 4 through 7 (unless they are 4’9” tall or weigh more than 80 pounds) to be secured in a booster seat (or child safety seat if appropriate for their height and weight). The law became effective August 28, leaving only four months in 2006 to capture data on booster seat usage. Given that it takes up to six months before the general public is aware of a new law and has put it into practice, booster seat usage for 2006 was not evaluated. We did, however, begin analyzing crash data on this age group beginning in 2007 to determine whether we observe a trend that is indicative of a reduction in deaths and serious injuries.

In 2007-2009, 12 children 4 through 7 years of age were killed in a motor vehicle; in known cases, 41.7% were not using any type of restraint device. Another 206 children within this age group were seriously injured – 25.2% were not secured in any type of restraint device, 28.2% were in a child restraint, and 32.5% were in an adult seat belt.

2007-2009 MISSOURI TRAFFIC FATALITIES AND DISABLING INJURIES RESTRAINT DEVICE USAGE – CHILDREN 4-7 YEARS OF AGE



Goal #1: To increase statewide seat belt usage by 2 percent annually to:

- 80 percent by 2010
- 82 percent by 2011
- 84 percent by 2012
- 86 percent by 2013

Performance Measures:

- Statewide percent observed belt use for passenger vehicles (front seat outboard occupants)

Benchmarks:

- 2010 statewide seat belt usage rate = 76%

Goal #2: To reduce unrestrained passenger vehicle occupant fatalities by 2 percent annually to:

- 470 by 2010
- 460 by 2011
- 451 by 2012
- 442 by 2013

Performance Measures:

- Number of unrestrained passenger vehicle occupant fatalities

Benchmarks:

- 2009 unrestrained passenger vehicle occupant fatalities = 425

Goal #3: To increase seat belt citations by 2 percent annually to:

- 29,265 by 2010
- 29,850 by 2011
- 30,447 by 2012
- 31,056 by 2013

Performance Measures:

- Number of seat belt citations issued during grant-funded enforcement and mobilizations

Benchmarks:

- 2009 seat belt citations (grant-funded enforcement and mobilizations) = 29,034

Goal #4: To increase teen seat belt usage by 2 percent usage annually to:

- 66% by 2010
- 68% by 2011
- 70% by 2012
- 72% by 2013

Performance Measures:

- Percent observed belt use for teen front seat outboard occupants

Benchmarks:

- 2010 teen seat belt usage rate = 66%

Goal #5: To increase seat belt usage by commercial motor vehicle drivers by 2 percent annually to:

- 77% by 2010
- 79% by 2011
- 81% by 2012
- 83% by 2013

Performance Measures:

- Percent observed seat belt use for commercial motor vehicle (CMV) drivers

Benchmarks:

- 2008 CMV driver usage rate = 73%

Goal #6: To increase child safety seat usage by 2 percent annually to:

- 94% by 2010
- 96% by 2011
- 98% by 2012
- 100% by 2013

Performance Measures:

- Percent observed child safety seat use

Benchmarks:

- 2009 child safety seat usage rate = 91%

Goal #7: To maintain an adequate base of certified Child Passenger Safety Technicians throughout the state to fall within the following range:

- 800-1,000 with representation in each of the ten *Blueprint* regional coalitions

Performance Measures:

- Number of certified Child Passenger Safety Technicians in the statewide database maintained by the highway safety division

Benchmarks:

- Certified Technicians as of July 2010 = 925

Goal #8: To maintain an adequate base of certified Child Passenger Safety Instructors throughout the state to fall within the following range:

- 30-40 with representation in each of the ten *Blueprint* regional coalitions

Performance Measures:

- Number of certified Child Passenger Safety Instructors in the statewide database maintained by the highway safety division

Benchmarks:

- Certified Instructors as of July 2010 = 41

Goal #9: To maintain an adequate base of Missouri inspection stations (that are listed on the NHTSA website) throughout the state to fall within the following range:

- 125 – 200 with representation in each of the 10 blueprint regional coalitions

Performance Measures:

- Number of Missouri inspection stations in a statewide database maintained by the Highway Safety Division

Benchmarks:

- Inspection stations in Missouri as of August 2010 = 105

Strategies

Child Passengers

1. Produce, promote and distribute educational materials addressing: the proper installation of child safety seats and booster seat use
2. Conduct observational booster seat survey at identified pilot sites in Spring 2011, alternately every other year
3. Maintain a state CPS Advisory Committee and implement their recommendations where appropriate
4. Conduct between 8-12 certified Child Passenger Safety Technician classes statewide
5. Certify an additional 2 CPS Instructors
6. Maintain a statewide computer list-serve of CPS technicians and instructors
7. Support child safety seat checkup events and educational programs through local law enforcement agencies, fire departments, Safe Communities, hospitals and health care agencies, safety organizations such as Safe Kids, and the Highway Safety Division
8. Work with partners and with the media to garner support for annual CPS Week in September
9. Provide child safety seats/booster seats and supplies to inspection stations for distribution to low income families (note: inspection stations must meet guidelines established by Missouri's CPS Advisory Committee and must be listed on the NHTSA Web site <http://www.nhtsa.dot.gov/people/injury/childps/CPSFittingStations/CPSInspection.htm>)
10. Develop educational pieces to heighten awareness concerning the life-saving and economic benefits derived from enhanced child safety seat laws

Teen Passengers/Drivers

1. Conduct annual teen statewide safety belt enforcement and public awareness campaign in February/March followed by the teen observational safety belt survey in March/April
2. Conduct youth safety belt selective traffic enforcement efforts statewide (*Operation Safe Teen*) coupled with press releases, radio spots, and materials targeting young drivers
3. Promote the *Never Made It* and *Battle of the Belt* youth campaigns; modify or enhance campaigns as needed to keep a fresh approach for the teen audience
4. Develop youth safety belt public awareness materials with input from young drivers
5. Educate youth on the importance of safety belts through programs such as Team Spirit Leadership Training & Reunion, Think First, and the Young Traffic Offenders Program

General Occupant Protection

1. Conduct NHTSA-approved statewide observational safety belt survey every year, in May/June (pre, peak, and post surveys in conjunction with enforcement mobilizations and public awareness campaigns)
2. Produce, promote, and distribute educational materials addressing: occupant protection laws; important of wearing safety belts all the time, and air bag safety
3. Promote the *Saved by the Belt* survivor program; maintain a database of survivors to contact those who are willing to speak publicly about their life-saving experience
4. Conduct annual *Click It or Ticket* selective traffic enforcement wave during May/June, augmented with collateral public information and awareness efforts such as press releases, observational surveys, and educational programs utilizing the *Click It or Ticket* safety belt campaign message



5. Compliment annual *Click It or Ticket* campaign with quarterly occupant protection enforcement days, augmented with collateral public information and awareness efforts, namely through press releases.
6. Conduct paid media efforts and work toward continual increases in earned media efforts
7. Develop educational pieces to heighten awareness concerning the life-saving and economic benefits derived from primary safety belt laws
8. Continue funding traffic occupant protection strategies training to law enforcement agencies throughout the state.
9. Provide motivational and educational speakers for law enforcement personnel during training events such as the annual Law Enforcement Traffic Safety Advisory Council (LETSAC) conference

YOUNG DRIVERS

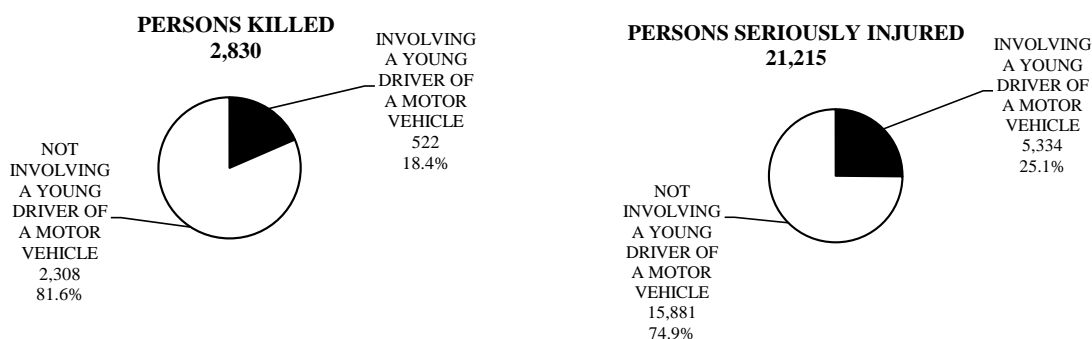
Background

Young drivers are categorized as those ages 15 through 20 years. These young drivers are substantially over-involved in Missouri's traffic crash experience. In 2009, 18.1% of all fatal crashes involved a young driver of a motor vehicle; this is particularly significant since young drivers comprised only 8.7% of the licensed driver population in Missouri.



Of all 2007-2009 fatal and disabling injury crashes in Missouri, 23.6% involved a young driver of a motor vehicle. In 2007-2009, 522 persons were killed and 5,334 were seriously injured in traffic crashes involving a young driver of a motor vehicle.

2007-2009 MISSOURI YOUTH INVOLVED TRAFFIC FATALITIES AND DISABLING INJURIES



NOTE: data for persons killed and seriously injured involving a young driver does not include young drivers of ATV's, bicycles, farm implements, construction equipment, other transport devices, and unknown vehicle body types.

Several factors work together to make this age group so susceptible to crashes:

- **Inexperience:** All young drivers start out with very little knowledge or understanding of the complexities of driving a motor vehicle. Like any other skill, learning to drive well takes a lot of time. Technical ability, good judgment and experience are all needed to properly make the many continuous decisions—small and large—that add up to safe driving. This is confirmed by the larger percentage of single-vehicle fatal crashes involving young drivers where the vehicle frequently leaves the road and overturns or hits a stationary object like a tree or pole.
- **Risk-taking behavior and immaturity:** Adolescent impulsiveness is a natural behavior, but it results in poor driving judgment and participation in high-risk behaviors such as speeding, inattention, impairment, and failing to wear a safety belt. Peer pressure also often encourages risk taking. In general a smaller percentage of young drivers in Missouri wear their safety belts compared to other drivers (teen safety belt usage rate for 2010 was 66 percent compared to the overall usage rate of 76 percent).

- Greater risk exposure: Young drivers often drive at night with other friends in the vehicle. During night driving, reaction time is slower since the driver can only see as far as the headlights allow. More teen fatal crashes occur when passengers—usually other teenagers—are in the car than do crashes involving other drivers. Driving with young, exuberant passengers usually poses a situation of distraction from the driving task. Both of these factors increase crash risk.

The top 5 contributing circumstances attributable to young drivers were:

1. Inattention
2. Driving Too Fast for Conditions
3. Failed to Yield
4. Following too Closely
5. Improper lane usage/change

Young Drinking Drivers

When analyzing statistics involving young drinking drivers, it is all the more important for us to keep in mind that drinking alcohol is an illegal behavior for those under 21 years of age. In Missouri, we have a “zero tolerance” law for people under 21 that sets their illegal blood alcohol content level at .02 percent (considerably lower than the .08 BAC level for adults).



In 2007-2009, there were 3,168 drivers whose consumption of alcohol contributed to the cause of a fatal or disabling injury crash. In known cases 411 (13.1%) of the drinking drivers were under the legal drinking age of 21.

In 2007-2009, a total of 673 drinking drivers were involved in crashes where one or more people were **killed**. In known cases, 94 (14.1%) of those drinking drivers were under the legal drinking age of 21.

In 2007-2009, 770 (27.2%) of the fatalities and 3,400 (16.0%) of the disabling injuries involved a drinking driver. Of these, 100 (13.0%) of the fatalities and 453 (13.3%) of the disabling injuries involved an underage drinking driver.

In 2007-2009, **464 young drivers** of motor vehicles were involved in 447 fatal traffic crashes where 522 people died. In those crashes, 93 or 20.0% of the young drivers were drinking and driving. **In other words, one of every 5 young drivers of a motor vehicle involved in fatal crashes was drinking alcohol and their intoxicated condition contributed to the cause of the crash.**

Goal #1: To decrease fatalities involving young drivers by 2 percent annually to:

- 182 by 2010
- 179 by 2011
- 175 by 2012
- 172 by 2013

Performance Measure:

- Number of drivers age 20 or younger involved in fatal crashes

Benchmarks:

- 2009 fatalities involving drivers age 20 or younger = 156

Goal #2: To decrease disabling injuries involving young drivers by 2 percent annually to:

- 1,710 by 2010
- 1,676 by 2011
- 1,643 by 2012
- 1,610 by 2013

Performance Measure:

- Number of drivers age 20 or younger involved in disabling injury crashes

Benchmarks:

- 2009 disabling injuries involving drivers age 20 or younger = 1,625

Strategies

1. Continue support for youth prevention and education programs to include Team Spirit Leadership Conferences and Reunion; Think First Programs (school assemblies Traffic Offenders Program, and the corporate program); *Every15 Minutes*; DWI docudramas; CHEERS university-based designated driver program
2. Continue statewide distribution of *Road Wise: Parent/Teen Safe Driving Guide* (formerly *Safe Driving for Life, A Parent's Guide to Teaching Your Teen to Drive*) through DOR offices and Highway Patrol driver examination stations
3. Seek out and continually assess young driver educational programs to determine the best and most cost-effective way to reach the largest number of parents who are teaching teens to drive and teens who are learning to drive
4. Continue to update, as needed, materials and Web site information on young, high-risk drivers; develop materials that are especially appealing to young drivers
5. Include information on the GDL law in materials, on the Web site, and within presentations
6. Support projects designed to prevent underage alcohol purchase, apprehend minors attempting to purchase alcohol, and provide a physical enforcement/intervention presence (e.g., Badges in Business, Server Training, SMART Web-based server training, Party Patrol, selective enforcement, PIRE law enforcement training, compliance checks, and multi-jurisdiction enforcement teams)
7. Conduct an annual safety belt survey of young drivers and their passengers and conduct annual law enforcement mobilizations and public awareness campaigns targeting lack of safety belt use at high schools
8. Provide funding to support college/university prevention programs (Partners In Prevention, Partners In Environmental Change, CHEERS Designated Driver program) that focus on the development and implementation of UMC's *Drive Safe. Drive Smart* campaign



9. Encourage strict enforcement of Missouri laws targeting young drivers (e.g., Graduated Drivers License, Zero Tolerance, Abuse and Lose)
10. Promote saveMOlives web site and other social marketing sites that appeal to youth (Facebook, Twitter, etc.)
11. Provide support for the Missouri Coalition for Roadway Safety Impaired Driving Subcommittee to address underage impaired driving
12. Implement, if possible, recommendations identified in the 2009 Statewide Underage Impaired Driving Strategic Advance
13. Develop campaigns/materials to reach targeted high-risk groups
14. Promote the Never Made It, Battle of the Belt, and Get Your Buckle On campaigns; modify or enhance campaigns as needed to keep a fresh approach for the teen audience

OLDER DRIVERS – 65 YEARS OF AGE AND OVER



Background

Our population is aging and older adult drivers are increasing their exposure (miles driven/year) on the highways. Fatality rates per vehicle miles traveled have been falling for society as a whole, but older drivers' rates are increasing (NHTSA, 2005). According to the 2000 Census, Missouri ranked 14th nationally with 13.5% of the population age 65 or older. A 62 percent increase is expected in this age group between 2005 and 2025, from 774,000 to 1,258,000.

Being able to go where we want and when we want is important to our quality of life. Personal mobility is often inextricably linked to the ability to drive a car. However, as we age our ability to drive a motor vehicle may be compromised by changes in vision, attention, perception, memory, decision-making, reaction time, and aspects of physical fitness and performance.

A wide variety of age-related decreases in physical and mental abilities can contribute to decreased driving ability, as implied by reports that elderly drivers drive less as they age, while collisions per mile driven increase. Drivers 65 and older who are injured in automobile crashes are more likely than younger drivers to die from their injuries. Accordingly, several reports have noted that per mile driven, older drivers experience higher crash fatality rates than all but teen-age drivers. Studies have shown that a driver 70 or over is about three times as likely as someone 35-54 years old to sustain a fatal injury in a crash.

Older drivers are a major concern because they are more at risk of dying in a traffic crash than younger drivers. This is due, in large part, to the fragility of older individuals. Fragility and inflexibility – natural occurrences of aging – cause older drivers to be more easily injured. These conditions cause them to be less likely to survive their injuries. Certain progressive illnesses, such as osteoporosis, atherosclerosis, Alzheimer's disease and macular degeneration, eventually cause physical weakness and/or require driving retirement due to the progressive nature of these diseases. For this reason, NHTSA lists older driver safety as a priority area for research, education, and rulemaking in the upcoming decade.

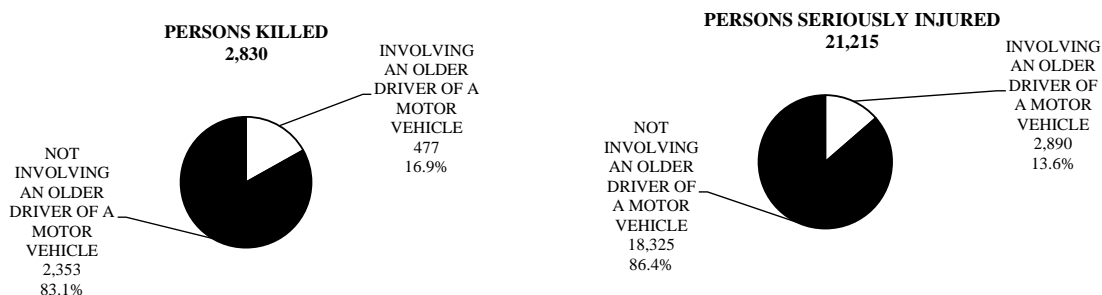
The good news is that older drivers who keep track of changes in their eyesight, physical fitness and reflexes may be able to adjust their driving habits so they stay safer on the road. The Missouri Department of Transportation has also begun implementing numerous countermeasures to address visibility issues with older drivers. Roadway markings and highway signs have been modified to utilize material and paint with higher retro-reflectivity. Advance street name signs and wrong-way arrows on ramps have been installed on the highways. Center and edgeline rumble strips have been installed with this highly reflective material and the width of the stripes have been increased. Interstate mile markers have been redesigned for higher visibility. Signs have been revamped and are now much larger.

In relation to all other licensed drivers in the State, drivers 65 and over are almost equally involved in Missouri's traffic crash experience; however, older drivers do not travel as many miles or as frequently as other drivers. This may be due, in part, to the fact that older drivers tend to self-regulate. As their nighttime vision begins to deteriorate, they begin to restrict their driving to daylight hours. If they are uncomfortable or frightened driving in unfamiliar surroundings, they limit their driving to locations that are well known to them.

In August of 2010, there were 700,476 people licensed in Missouri who were age 65 or over. They accounted for 11.7% percent of the 5,987,580 persons licensed in Missouri.

Of all 2007-2009 fatal and disabling injury crashes in Missouri, 13.8% involved an older driver of a motor vehicle. In 2007-2009, 477 persons were killed and 2,890 were seriously injured in traffic crashes involving an older driver of a motor vehicle.

OLDER DRIVER INVOLVEMENT IN 2007-2009 MISSOURI TRAFFIC CRASHES



Goal #1: To decrease fatalities involving older drivers by 2 percent annually to:

- 153 by 2010
- 150 by 2011
- 147 by 2012
- 144 by 2013

Performance Measure:

- Number of fatalities occurring in crashes involving older drivers

Benchmarks:

- 2009 fatalities involving older drivers = 153

Goal #2: To decrease serious injuries involving older drivers by 2 percent annually to:

- 920 by 2010
- 902 by 2011
- 884 by 2012
- 866 by 2013

Performance Measure:

- Number of serious injuries occurring in crashes involving older drivers

Benchmarks:

- 2009 serious injuries involving older drivers = 962

Strategies

1. Work with safety advocates and partners to assess and implement countermeasures to reduce crashes involving older drivers
2. Maintain a database of partners that have an interest in older driver issues; keep these partners apprised of new developments and materials in this field
3. Develop and distribute public informational materials to assist older drivers and their families
4. Conduct *Drive Well* and *Car Fit* NHTSA training sessions in selected regions of the state
5. Implement strategies outlined in *Missouri's Blueprint to ARRIVE ALIVE*
6. Train law enforcement personnel to identify signs of impairment specific to older drivers
7. Identify and promote self-assessment tools to enable older drivers to check their own driving abilities
8. Improve the process for reporting unsafe or medically unfit drivers (revisions of forms, internal processes, and needed training)
9. Work with the Subcommittee on Elder Mobility and Safety under the Missouri Coalition for Roadway Safety to address older driver safety
10. Develop a package of office-based screening tools that can be used by agencies involved in licensing decisions



COMMERCIAL MOTOR VEHICLES

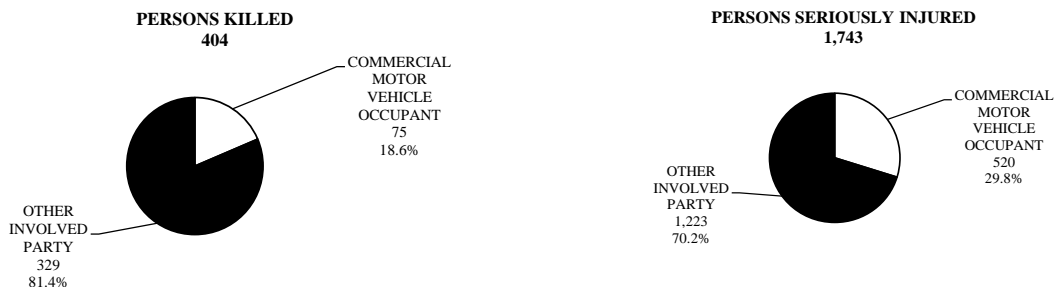
Background

Large trucks have blind spots – identified as **No Zones** – around the front, back and sides of the truck, which make it difficult for the driver to see. It is critically important that other drivers stay out of the **No Zone** of a commercial vehicle. Because most commercial motor vehicles (CMVs) are large transport devices that are much heavier than the normal vehicle population, they cause greater amounts of personal injury and severity to the occupants of vehicles with which they collide. When analyzing the types of persons killed or injured in CMV crashes, the great majority were not the occupants of the commercial motor vehicle.

Commercial motor vehicles are involved in a substantial number of traffic crashes in Missouri, especially those resulting in the death of one or more persons. In 2007-2009, there were 475,013 traffic crashes in the State. In these crashes, 35,878 or 7.6% involved at least one commercial motor vehicle. Of the 2,531 fatal crashes, however, 350 or 13.8% involved at least one commercial motor vehicle.

Of those killed in 2007–2009 CMV crashes, 75 (18.6%) were CMV occupants but 329 (81.4%) were other parties in the incident. When examining disabling injuries, 520 (29.8%) were CMV occupants while 1,223 (70.2%) were some other party.

2007-2009 MISSOURI COMMERCIAL MOTOR VEHICLE INVOLVED TRAFFIC CRASHES



The Motor Carrier Safety Assistance Program (MCSAP) is a federal grant program that provides financial assistance to states to reduce the number and severity of accidents and hazardous materials incidents involving commercial motor vehicles. The goal of the MCSAP is to reduce CMV involved crashes, fatalities, and injuries through consistent, uniform, and effective CMV safety programs. Investing grant monies in appropriate safety programs will increase the likelihood that safety defects, driver deficiencies, and unsafe motor carrier practices will be detected and corrected before they become contributing factors to crashes. The Highway Safety Division administers MCSAP, but the MCSAP program operates under a separate federal grant. Goals, benchmarks and strategies are outlined within the MCSAP Plan, which is submitted to the Federal Motor Carrier Safety Administration.



MOTORCYCLE CRASHES



Background

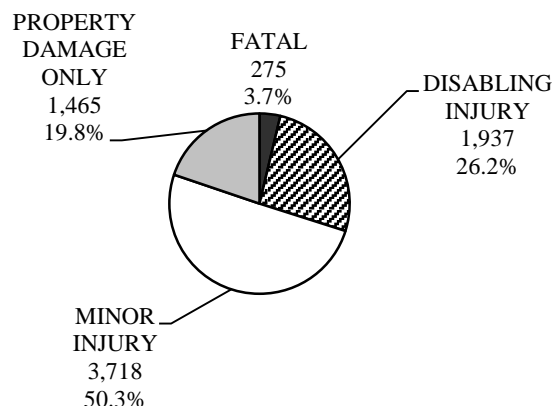
A responsible motorcyclist must think about the consequences of their riding behavior in traffic and accept personal responsibility for the results of their decisions and actions, as well as develop good skills and judgment. The motorcyclist must consider their personal margin of safety or margin for error – how much extra time and space they need given their skill level.

Likewise, the general motoring public must be aware of their surroundings while driving and share the road with motorcyclists. A significant number of motorcycle crashes involve another vehicle.

Although motorcycle traffic crashes do not occur with great frequency in Missouri, they usually result in deaths or disabling injuries at a considerably greater rate than other traffic crashes. This reality makes helmet use imperative. In 2008, Missouri ranked 19th in helmet use nationwide (ranking is based on an overall percentage of motorcyclists wearing their helmets).

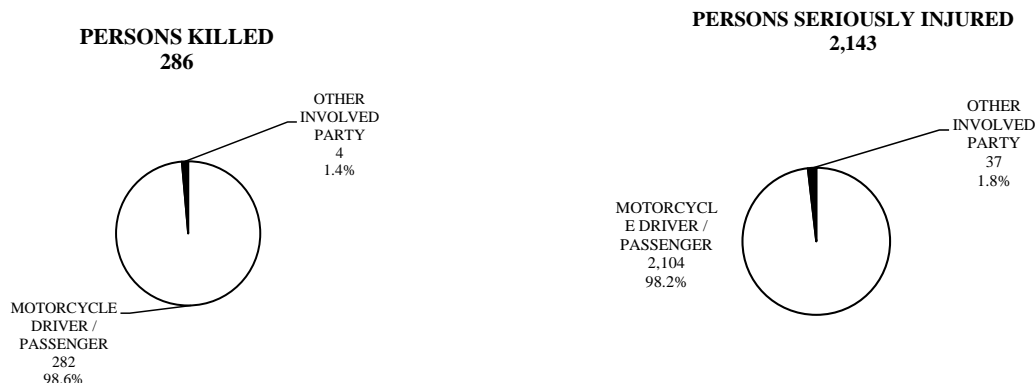
Of the 475,013 traffic crashes in 2007-2009, 0.5% resulted in a fatality and 3.4% involved someone being seriously injured in the incident. During the same period, there were 7,395 traffic crashes involving motorcycles. In these incidents, 3.7% (275) resulted in a fatality and 26.2% (1,937) resulted in someone being seriously injured in the crash. These figures demonstrate the overrepresentation of motorcycles in fatal and serious injury crashes.

2007 – 2009 MISSOURI MOTORCYCLE INVOLVED CRASHES 7,395



In most instances, motorcycle drivers and/or their passengers are the ones killed and seriously injured when they are involved in a traffic crash. Of the 286 people killed in motorcycle-involved crashes (2007-2009), 98.6% (282) were motorcycle riders and 1.4% (4) were some other person in the incident. Of the 2,143 seriously injured (2007-2009), 98.2% (2,104) were the motorcycle riders while only 1.8% (39) were some other person in the incident.

2007 – 2009 MISSOURI MOTORCYCLE INVOLVED TRAFFIC CRASHES (Person Involvement)



A significant number of motorcyclists and their passengers killed and seriously injured in Missouri traffic crashes are middle age. Of those killed, 46.1% were between the ages of 41-60 and 47.2% of those seriously injured were in this age group.

2007-2009 MISSOURI MOTORCYCLE DRIVERS AND PASSENGERS KILLED AND SERIOUSLY INJURED IN MISSOURI TRAFFIC CRASHES (Age by Personal Injury Severity)

Age	KILLED			SERIOUSLY INJURED			TOTAL	
	Number	%	Without Helmets	Number	%	Without Helmets	Number	%
00 - 20	21	7.4%	2	172	8.2%	21	193	8.1%
21 - 40	103	36.5%	17	768	36.5%	74	871	36.6%
41 - 60	130	46.1%	21	993	47.2%	75	1123	47.2%
61 and Over	28	9.9%	2	165	7.8%	3	193	8.1%
Unknown age	0	0.0%	0	6	0.3%	0	6	0.3%
Total	282	100.0%	42	2104	100.0%	173	2380	100.0%

Goal #1: To decrease motorcyclist fatalities by 2 percent annually to:

- 103 by 2010
- 101 by 2011
- 99 by 2012
- 97 by 2013

Performance Measure:

- Number of motorcyclist fatalities

Benchmarks:

- Number of 2009 motorcyclist fatalities = 84

Goal #2: To decrease unhelmeted motorcyclist fatalities by one per year (does not include fatalities where helmet use was “unknown”):

- 11 by 2010
- 10 by 2011
- 9 by 2012
- 8 by 2013

Performance Measure:

- Number of unhelmeted motorcyclist fatalities (only those fatalities where helmet use was known)

Benchmarks:

- Number of 2009 unhelmeted motorcyclist fatalities = 16

Goal #3: To decrease fatalities involving motorcycle operators with .08 BAC or above by one fatality annually:

- 26 by 2010
- 25 by 2011
- 24 by 2012
- 23 by 2013

Performance Measure:

- Number of fatalities involving motorcycle operators with .08 BAC or above

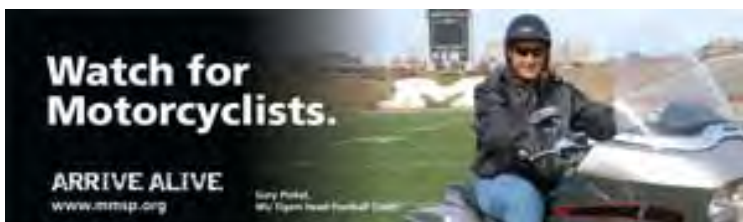
Benchmark:

- 2008 fatalities involving motorcycle operators with .08 BAC or above = 28

Strategies

1. Continue support for the Missouri Motorcycle Safety Program administered by the Missouri Safety Center at UCM
2. Continue to provide motorcycle rider education statewide in order to train 4500 riders annually
3. Conduct a minimum of two RiderCoaches (Instructor) Preparation courses per year over the next five years in order to train and expand base of certified motorcycle RiderCoaches
4. Actively participate in with the Missouri Motorcycle Safety Advisory Committee

5. Implement, where possible, recommendations documented in the Motorcycle Safety Program Technical Assessment conducted in April of 2009, which includes:
 - Analyze and improve the unlicensed/improperly licensed motorcycle operators to encourage and improve full licensing
 - Change Missouri Statute so motorcycle permits can only be renewed once before retesting is required
 - Address the impaired motorcyclist problem by using enforcement and education
 - Implement comprehensive efforts to educate motorcyclists about how to make themselves visible to motorists
 - Allow both the Beginner Rider Course (BRC) and Experienced Rider Course (ERC) to be used as a waiver to the skills portion of the license test
6. Distribute Missouri Helmet Law cards to law enforcement statewide on detecting non-compliant helmets.
7. Implement, as feasible, strategies identified in the “Strategic Planning Final Report,” August 30, 2006, developed by the Missouri Motorcycle Safety Committee which includes:
 - ➔ Distribute NHTSA’s *Fake Helmets, Unsafe on Any Head* to law enforcement agencies, conduct training through LETSAC on detecting the use of non-compliant helmets, and encourage aggressive enforcement of Missouri’s helmet law (DVDs are now available and are being distributed)
 - ➔ Distribute NHTSA’s *Detecting DWI Motorcyclists* to law enforcement agencies, conduct training through LETSAC on detecting DWI motorcyclists, and encourage aggressive enforcement of while riding while impaired
 - ➔ Continue to work with eligible entities that are seeking approval to become training providers in order to expand motorcycle training capacity (in identified areas of need)
 - ➔ Continue to search for suitable locations for permanent training sites to expand motorcycle training capacity in order to accommodate training within 50 miles of any Missouri resident
 - ➔ Continue to encourage motorcycle groups and motorcycle dealerships to promote formal motorcycle rider education
 - ➔ Expand upon the motorcycle public information and education campaigns including motorists’ awareness of motorcyclists (promote *Share the Road* paid media campaign utilizing Section 2010 funds); proper protective gear – to include billboards, print materials (pamphlets and posters), radio spots, and television spots; distribute print materials statewide through the DOR field offices, MSHP examination stations, dealerships, etc.
 - ➔ Work toward assuring that EMS personnel receive accident scene management training specific to motorcycle crashes
 - ➔ Work with MoDOT to evaluate signage that may be of safety benefit to motorcyclists entering work zones and where conditions are particularly hazardous to motorcycles
 - ➔ Continue to educate the general public, legislature, law enforcement community, and others about the benefits of Missouri’s universal all rider helmet law.





CRASHES INVOLVING SCHOOL BUSES



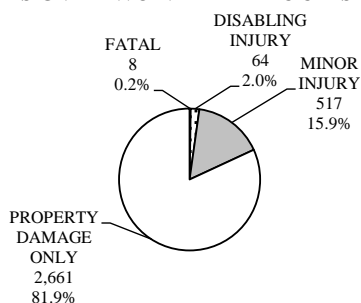
Background

Although school buses provide one of the safest modes of transportation, there are still school bus related injuries and, unfortunately, some fatalities every year. Some of these are due to crashes with other vehicles while others are due to the school bus striking a pedestrian or bicyclist. The responsibility borne by school bus drivers is considerable.

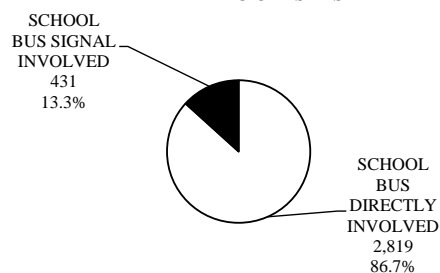
A vehicle must meet safety standards that are appropriate for its size and type because different types of vehicles perform differently in a crash. For example, because a large school bus is heavier than most other vehicles, its weight can protect its occupants from crash forces better than a light vehicle such as a passenger car. The passive protection engineered into large school buses, combined with other factors such as weight, provides passenger protection similar to that provided by safety devices in passenger cars. Both types of vehicles protect children from harm but in different ways.

School buses are not involved in a large number of traffic crashes in Missouri, but they are significant due to their potential for causing harm to young children. Of all 2007-2009 Missouri traffic crashes, 0.7% involved a school bus or school bus signal. In 86.7% of the school bus crashes, a school bus was directly involved in the crash and in 13.3% of the crashes, no school bus was directly involved but a school bus signal was involved.

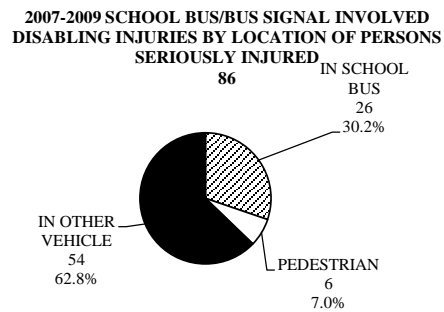
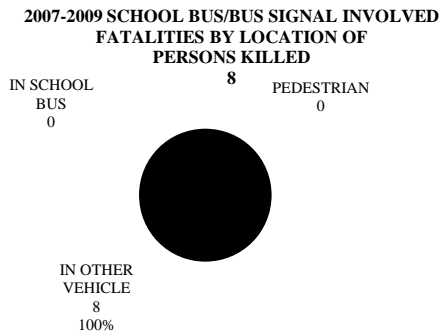
2007-2009 MISSOURI SCHOOL BUS/SCHOOL BUS SIGNAL INVOLVED TRAFFIC CRASHES



SCHOOL BUS INVOLVEMENT TYPE
2007-2009 MISSOURI SCHOOL BUS INVOLVED TRAFFIC CRASHES



Of the eight persons killed during 2007-2009 in crashes involving school buses, none were actual occupants of the school bus. They were all some other person in the incident. Of the 86 persons seriously injured, 26 were occupants of the school bus, six were pedestrians and 54 were some other person in the incident.



A significant number of persons killed or seriously injured in crashes involving school buses are young.

**PERSONS KILLED AND SERIOUSLY INJURED IN 2007-2009 SCHOOL BUS/BUS SIGNAL INVOLVED TRAFFIC CRASHES
(Age by Personal Injury Severity by Involvement)**

	IN BUS		PEDESTRIAN		IN OTHER VEHICLE	
Age	Killed	Disabling Injuries	Killed	Disabling Injuries	Killed	Disabling Injuries
0-4	0	0	0	0	0	1
5-8	0	0	0	1	0	1
9-20	0	18	0	1	2	10
21+	0	7	0	3	6	42
Unknown	0	1	0	1	0	0
Total	0	26	0	6	8	54

Goal: To decrease by 2% the number of fatalities and disabling injuries resulting from crashes involving school buses in comparison to the previous 3-year period to:

- 85 for the period 2008-2010
- 83 for the period 2009-2011
- 81 for the period 2010-2012
- 80 for the period 2011-2013

Performance Measures

- Number of fatalities occurring in crashes involving school buses
- Number of disabling injuries occurring in crashes involving school buses

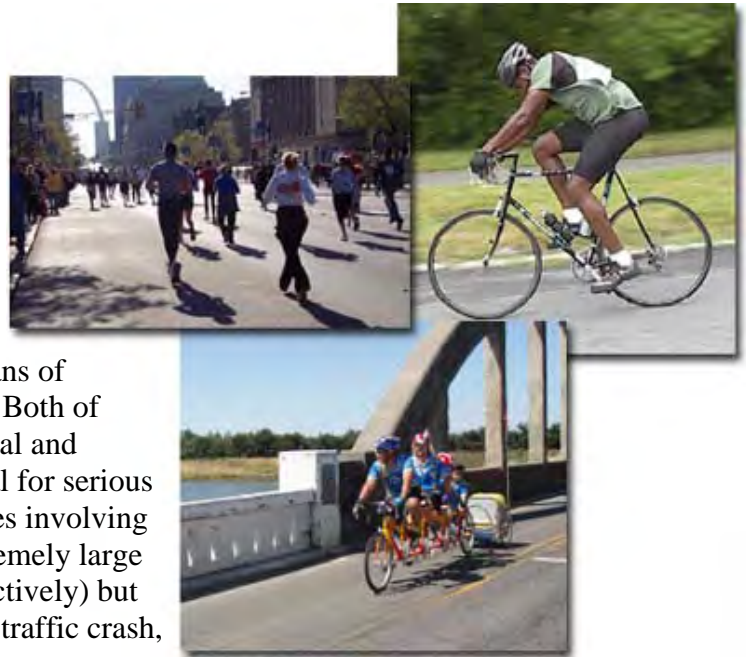
Benchmarks:

- 2007-2009 fatalities and disabling injuries occurring in crashes involving school buses = 94

Strategies

1. Support and implement, if feasible, recommendations made by the 2005 Governor's School Bus Task Force
2. Continue to serve on any state school bus safety committees
3. Expand current public awareness materials to address seat belts on school buses, compartmentalization of school buses, general safety issues regarding riding a school bus, safety around the loading zones, and sharing the road with school buses

VULNERABLE ROADWAY USERS



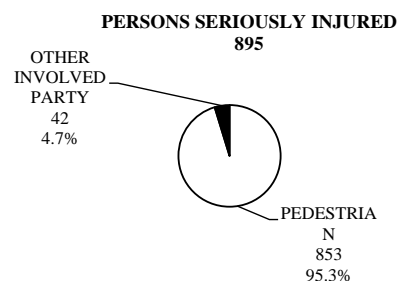
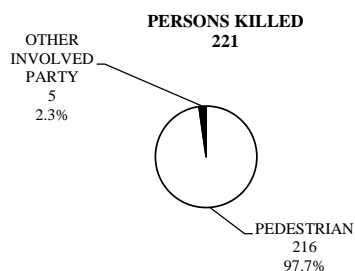
Many Missourians rely on non-motorized means of transportation such as walking and bicycling. Both of these modes have the ability to provide physical and health benefits, but they also have the potential for serious or fatal injuries in the event of a crash. Crashes involving pedestrians and bicyclists do not occur in extremely large numbers (0.9% and 0.4% of all crashes, respectively) but when a pedestrian or bicyclist is involved in a traffic crash, the potential for harm is much greater.

Pedestrians and bicyclists alike need to understand that they have primary responsibility for their own safety; however, the motoring public also has a responsibility to share the road in a safe manner with these vulnerable road users. This is especially true since many pedestrians and bicyclists are children who often lack the knowledge or skills to interact safely in traffic.

Pedestrians

For the period 2007-2009, there were 217 fatal pedestrian-involved crashes and 822 disabling injury pedestrian-involved crashes. During that 3-year period, of the 221 persons killed in pedestrian involved crashes, 216 (97.7%) were the pedestrians. Of the 895 seriously injured in pedestrian involved crashes, 853 (95.3%) were the pedestrians.

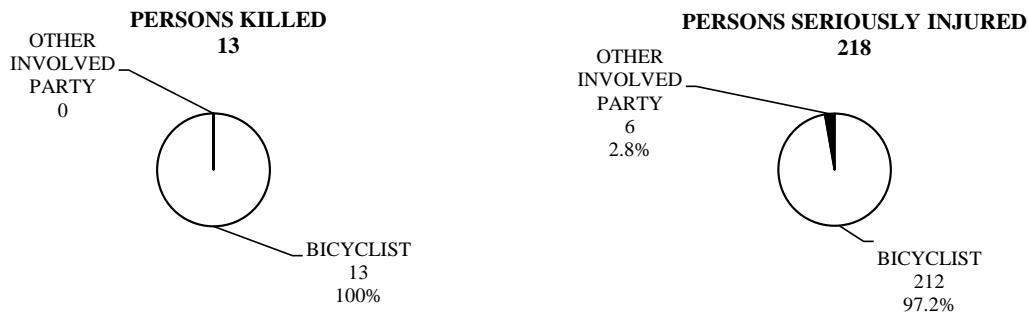
2007 – 2009 MISSOURI PEDESTRIAN INVOLVED TRAFFIC CRASHES (Person Involvement)



Bicyclists

For the period 2007-2009, there were 12 fatal bicycle-involved crashes and 207 disabling injury bicycle-involved crashes. For that same 3-year period, of the 13 persons killed in bicycle-involved crashes, all were the bicyclists. Of the 218 persons seriously injured in bicycle-involved crashes, 212 (97.2%) were the bicyclists.

2007-2009 MISSOURI BICYCLE INVOLVED TRAFFIC CRASHES (Person Involvement)



Goal #1: To decrease one pedestrian fatality annually to:

- 64 by 2010
- 63 by 2011
- 62 by 2012
- 61 by 2013

Performance Measure:

- Number of pedestrian fatalities

Benchmarks:

- 2009 pedestrian fatalities = 71

Goal #2: To decrease the five year (2005-2009) bicyclist fatality average by one to:

- 4 by 2010
- 3 by 2011
- 2 by 2012
- 1 by 2013

Performance Measure:

- Number of bicyclist fatalities

Benchmarks:

- 2009 bicyclist fatalities = 2

Strategies

1. Work with the Safe Routes to Schools coordinator to improve walking, biking and wheeling conditions for children getting to and from school — 29 non-infrastructure projects and 27 infrastructure projects were awarded in 2008 in addition to \$93,750 programmed for mini-grants that support “Walk to School” and “Walking School Bus” events
2. Educate the motoring public on sharing the road safely with pedestrians and bicyclists
3. Educate pedestrians and bicyclists on safely interacting with motor vehicles
4. Purchase helmets for distribution at exhibits and for school/local safety awareness programs
5. Promote bicycle safety events/awareness programs at the local level utilizing the Safe Communities programs and the *Blueprint* regional coalitions



ENGINEERING SERVICES AND DATA COLLECTION



Engineering Services

Traffic engineering is a vital component of the traffic safety countermeasure picture. The techniques engineers use to design roads certainly affect the safety of motorists. Engineering approaches offer two basic types of countermeasures against drivers committing hazardous moving violations: highway design and traffic operations. With highway design, the roads can be redesigned to add capacity or accommodate increased traffic. Highway design can also mitigate the injury consequences for motorists who come into contact with aggressive, impaired, or distracted drivers. Effective traffic engineering offers a way to accommodate increased traffic flow, or at least get it under control, without building new roads.

One of the most successful examples of an engineering solution to mitigate cross-median crashes (one of our most deadly crashes on the interstates), has been the installation of the median guard cable. Since the statewide installation effort began in 2003, over 500 miles of guard cable have been installed across the state. As a result, only two crossover fatalities occurred at cable locations in 2007 compared to 55 the year before cable was installed – a 96% reduction.

Traffic Engineering Assistance Program (TEAP)

It is often necessary for cities and counties to obtain the services of private consulting engineering firms in order to aid them in correcting operational problems on their streets and highways. Correction of these problems can require detailed assessment of traffic crash analysis, traffic courts, speed surveys, minor origin and destination studies, non-rapid transit studies, parking supply and demand studies, capacity analysis, lighting analysis and design, traffic control devices (inventory and layout), or traffic signal progression analysis and design. Most cities and counties do not have the personnel with expertise in these areas to perform the necessary analysis. (This is not a complete list of the studies a traffic engineering consultant may be called upon to perform.) This is a support problem where methods of correcting a particular situation must first be examined and determined before they can be implemented or evaluated for effectiveness. In order to provide assistance in this area, the Highway Safety Division allocates funding for consultants to perform this service for the local jurisdictions.

Bridge Engineering Assistance Program (BEAP)

It is often necessary for cities and counties to obtain the services of private consulting engineering firms in order to aid them in correcting operational problems on their bridges. Correction of these problems can require evaluation of bridge structures for load-carrying capacity. Technical expertise is provided to cities/counties to conduct bridge analysis including bridge inspections. In order to provide assistance in this area, the Highway Safety Division allocates funding for consultants to perform this service for the local jurisdictions.

Training

Support is also provided for traffic engineering forums and technology transfer to enhance the ability of the local communities to develop accident countermeasures. This is accomplished through training workshops and conferences funded through MoDOT.

An instructional program on traffic practices and crash countermeasure development will be offered to local law enforcement and traffic engineers. This program provides them fifteen hours of professional development. Participants receive training on pinpointing typical traffic problems, recognizing roadway and signing defects, and identifying solutions for high-crash locations.

Data Collection

Each state has developed, to varying degrees, systems for the collection, maintenance and analysis of traffic safety data. Motor vehicle crash data tell us about the characteristics of the crash and the vehicles and persons involved. Crash data elements describe the date, time, location, harmful events, type of crash, weather and contributing circumstances. Vehicle data elements describe the vehicle in terms of the make, year, type, role, actions, direction, impact, sequence of events, and damaged areas. Person data elements describe all persons involved by age, sex, injury status and type. Additional information describing the vehicle number, seating position, use of safety equipment, driver status information, non-motorist status, alcohol/drug involvement, and EMS transport status is collected when relevant to the person involved.

STARS Maintenance and Traffic Safety Compendium

The traffic safety program supports maintenance of the Statewide Traffic Accident Reporting System (STARS), which is the repository for all crash statistics. The Missouri State Highway Patrol has started electronically filing crash reports. Approximately 8% of local crash reports are now entered electronically into the STARS system via the LETS software. Revision of the current crash report form is underway. The form will become effective on January 1, 2012. The Traffic Safety Compendium is compiled from statistics collected in STARS. Without this vital component, it would be difficult to develop a comprehensive plan based on consistently reported crash data especially as it relates to contributing circumstances that caused the crash. This crash information is shared with MoDOT's traffic division.

Law Enforcement Traffic Software (LETS)

This Web-based computerized system for collection and comprehensive management of traffic data provides on-line information concerning traffic activities and needs for local law enforcement agencies. LETS allows agencies to track crash occurrences, deploy enforcement efforts, design accident countermeasure programs, and develop customized reports. The LETS software also allows agencies to electronically transfer crash data to the STARS database.

Goal #1: To assure there is a robust traffic data system available to assist all data users in development of appropriate traffic safety countermeasures

Performance Measure:

- Percent of all crash reports filed electronically through LETS into the STARS system.
- Ability to track positive or negative trends in traffic crashes by target populations, geographic location, driver subgroups, and causation factors

Benchmarks:

- In 2008, no law enforcement agencies were electronically submitting crash reports through LETS.

Goal #2: To publish the annual Traffic Safety Compendium by July 1

Performance Measure

- Production of the annual Traffic Safety Compendium in a timely fashion for use by traffic safety advocates, law enforcement agencies, media, and the general public

Benchmarks:

- 2008 Compendium published

Goal #3: To provide adequate training on an annual basis that will support and enhance the ability of state and local agencies in developing accident countermeasures

Performance Measure:

- Continue partnership with Mid America Regional Council to conduct road safety audits with law enforcement

Benchmarks:

- Conduct one road safety audit with law enforcement

Benchmarks

- A. Provide consultant assistance to local communities for traffic engineering assessments
- B. Provide consultant assistance to local communities for bridge engineering assessments
- C. Provide training for engineering professionals at workshops and the Annual Traffic Conference (number of attendees depends upon conference costs which is based on location and travel constraints)
- D. Provide an effective, efficient software system for capturing local law enforcement crash data
- E. Provide an effective, efficient Web-based highway safety grants management system

Strategies

1. Encode all accident reports into the STARS system, ensuring accuracy and efficiency, and provide equipment to support STARS maintenance
2. Utilize statistics to produce the annual Traffic Safety Compendium to assist MoDOT's Highway Safety Division and local communities in developing problem identification
3. Provide expertise and funding to assure communities are in compliance with uniform traffic codes and that the bridges within their jurisdictions are upgraded in terms of their safety
4. Provide training to assure state and local engineers are kept abreast of current technology
5. Continue LETS software improvement and training – train users on accessing and utilizing LETS system, log users into the system, and provide help desk through REJIS
6. Conduct a Traffic Records Assessment in May 2011
7. Continue to serve on the Traffic Records Coordinating Committee and assist in the redevelopment of the Missouri Traffic Records Strategic Plan
8. Continue to emphasize linkage capability within the traffic records data systems to generate merged records for analytic purposes.
9. Implement recommendations of the 2010 Traffic Records Assessment into the statewide strategic plan (as required in Section 408 implementing guidelines)

10. Continually refine and enhance Missouri's data collection and analysis systems in order to produce tables and reports that provide standardized exposure data for use in developing traffic safety countermeasure programs
11. Promote use of the online law enforcement mobilization reporting system
12. Collaborate with the Missouri State Highway Patrol to assure that Missouri's traffic crash report form complies with 2008 revised MMUCC standards. This includes redevelopment of the crash report form to allow for capture of additional data elements as recommended by the review process
13. Maintain and improve as needed a totally Web-based Highway Safety grants management system working in conjunction with the Highway Safety division, REJIS, and MoDOT's Information Technology division
14. Continue to procure enhanced broadband wireless services for Missouri State Highway Patrol cars through a wireless service provider, to allow for seamless, continuous, and complete transmissions of racial profiling data

FY 2011 BUDGET

and

PROJECT LISTING



Project #	Grantee	Project Title	402
402 CONTRACTS			
11-PA-02-01	MO. DIVISION OF HIGHWAY SAFETY	P & A COORDINATION	175,000.00
11-AL-03-01	MO. DIVISION OF HIGHWAY SAFETY	IMPAIRED DRIVING PROGRAM	40,000.00
11-EM-02-01	UNIVERSITY OF MISSOURI	HIGHWAY SAFETY COURSE DELIVERY	23,450.00
11-OP-05-01	KANSAS CITY POLICE DEPT.	OCCUPANT PROTECTION	55,000.00
11-OP-05-02	ELLISVILLE POLICE DEPT.	OCCUPANT PROTECTION	3,500.00
11-OP-05-03	MISSOURI SAFETY CENTER	YOUTH ENFORCEMENT	42,680.00
11-OP-05-04	MISSOURI SAFETY CENTER	STATEWIDE SEAT BELT SURVEY	88,110.00
11-OP-05-05	MISSOURI SAFETY CENTER	CLICK-IT OR TICKET ENFORCEMENT	150,040.00
11-OP-05-06	MISSOURI SAFETY CENTER	TEEN SEAT BELT SURVEY	72,479.00
11-PS-02-01	MO. DIVISION OF HIGHWAY SAFETY	BICYCLE AND PEDESTRIAN SAFETY	1,500.00
11-PT-02-01	KANSAS CITY POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	235,000.00
11-PT-02-04	ST. CHARLES CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	13,000.00
11-PT-02-05	ST. LOUIS METRO POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	200,004.00
11-PT-02-06	JACKSON CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	20,000.00
11-PT-02-07	INDEPENDENCE POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	170,000.00
11-PT-02-08	MO. DIVISION OF HIGHWAY SAFETY	TWEEN SAFETY PROGRAM	10,000.00
11-PT-02-09	ST. LOUIS COUNTY POLICE DEPT.	HIGHWAY SAFETY UNIT	260,717.00
11-PT-02-10	ARNOLD POLICE DEPARTMENT	HAZARDOUS MOVING VIOLATIONS	9,990.00
11-PT-02-11	BALLWIN POLICE DEPARTMENT	HAZARDOUS MOVING VIOLATIONS	4,330.10
11-PT-02-12	BELLEFONTAINE NEIGHBORS PD	AGGRESSIVE DRIVERS	6,970.00
11-PT-02-13	BRECKENRIDGE HILLS PD	HAZARDOUS MOVING VIOLATIONS	9,012.98
11-PT-02-14	BRENTWOOD POLICE DEPT.	CREATING AWARENESS FOR MOTORISTS	10,017.00
11-PT-02-15	BRIDGETON POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	10,003.50
11-PT-02-16	BYRNES MILL POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	4,992.00
11-PT-02-17	CALVERTON PARK POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	3,500.00
11-PT-02-18	CHESTERFIELD POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	7,498.00
11-PT-02-19	BELTON POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	8,000.00
11-PT-02-20	BLUE SPRINGS POLICE DEPT.	HAZARDOUS/AGGRESSIVE TRAFFIC ENF	5,000.00
11-PT-02-21	BUCHANAN COUNTY SHERIFF'S DEPT.	SPEED ENFORCEMENT	5,000.00
11-PT-02-22	CASS COUNTY SHERIFF'S OFFICE	HAZARDOUS MOVING VIOLATIONS	7,000.00
11-PT-02-23	CLAY COUNTY SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	9,000.00
11-PT-02-24	CLEVELAND POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	2,000.00
11-PT-02-25	GLADSTONE DPS	HAZARDOUS MOVING VIOLATIONS	9,000.00

11-PT-02-26	GRAIN VALLEY POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	4,000.00
11-PT-02-27	GRANDVIEW POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	10,000.00
11-PT-02-28	HARRISONVILLE POLICE DEPT.	SPEED ENFORCEMENT	4,000.00
11-PT-02-29	KEARNEY POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	2,500.00
11-PT-02-30	LEE'S SUMMIT POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	28,000.00
11-PT-02-31	LIBERTY POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	8,000.00
11-PT-02-32	LIVINGSTON CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	5,000.00
11-PT-02-33	NORTH KANSAS CITY POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	6,000.00
11-PT-02-34	PARKVILLE POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	3,000.00
11-PT-02-35	PECULIAR POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	4,000.00
11-PT-02-36	PLATTE COUNTY SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	10,000.00
11-PT-02-37	CREVE COEUR POLICE DEPT.	SPEED ENFORCEMENT	5,000.00
11-PT-02-38	PLATTE COUNTY SHERIFF'S DEPT.	TRAFFIC SAFETY OFFICER	20,434.50
11-PT-02-39	DES PERES DPS	HAZARDOUS MOVING VIOLATIONS	3,200.00
11-PT-02-40	PLEASANT HILL POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	5,000.00
11-PT-02-41	PLEASANT VALLEY POLICE DEPT.	REDUCE SPEED AND SAVE LIVES	3,000.00
11-PT-02-42	RAYMORE POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	7,000.00
11-PT-02-43	RAYTOWN POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	15,000.00
11-PT-02-44	RIVERSIDE DPS	HAZARDOUS MOVING VIOLATIONS	4,000.00
11-PT-02-45	SMITHVILLE POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	4,500.00
11-PT-02-46	ST. JOSEPH POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	9,600.00
11-PT-02-47	EUREKA POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	22,512.28
11-PT-02-48	FERGUSON POLICE DEPT.	IS-270 ENFORCEMENT ACTIVITY	4,970.00
11-PT-02-49	FESTUS POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	14,005.00
11-PT-02-50	FLORISSANT POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	7,498.00
11-PT-02-51	FRANKLIN CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	10,000.00
11-PT-02-52	GLENDALE POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	4,368.00
11-PT-02-53	HAZELWOOD POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	12,491.20
11-PT-02-54	HERCULANEUM POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	8,597.30
11-PT-02-55	MO. DIVISION OF HIGHWAY SAFETY	STATEWIDE HMV & LE INCENTIVES	42,000.00
11-PT-02-56	JEFFERSON CO. SHERIFF'S OFFICE	HAZARDOUS MOVING VIOLATIONS	90,000.73
11-PT-02-57	JENNINGS POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	8,000.00
11-PT-02-58	KIRKWOOD POLICE DEPT.	SCHOOL SAFE - HMV	13,000.00
11-PT-02-59	LAKE ST. LOUIS POLICE DEPT.	SPEED ENFORCEMENT	3,500.00
11-PT-02-60	MAPLEWOOD POLICE DEPT.	OPERATION SAFE STREETS	8,498.33

11-PT-02-61	NORTHWOODS POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	4,000.00
11-PT-02-62	O'FALLON POLICE DEPT.	SPEEDING/RED LIGHT VIOLATION ENFORCEMENT	14,030.40
11-PT-02-63	OLIVETTE POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	4,995.00
11-PT-02-64	BOLIVAR POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	5,000.00
11-PT-02-65	BOONE COUNTY SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	19,000.00
11-PT-02-66	OVERLAND POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	11,987.50
11-PT-02-67	PEVELY POLICE DEPT.	AGGRESSIVE DRIVING ENFORCEMENT	17,525.00
11-PT-02-68	RICHMOND HEIGHTS POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	7,560.00
11-PT-02-69	ST. CHARLES CITY POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	11,985.00
11-PT-02-70	ST. JOHN POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	10,017.00
11-PT-02-71	ST. PETERS POLICE DEPT.	I-70 AND HWY 364 HMV	19,995.74
11-PT-02-72	TOWN & COUNTRY POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	22,000.00
11-PT-02-73	TROY POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	6,479.98
11-PT-02-74	UNION POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	10,005.00
11-PT-02-75	UNIVERSITY CITY POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	8,988.00
11-PT-02-76	WASHINGTON POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	6,990.00
11-PT-02-77	WEBSTER GROVES POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	3,500.00
11-PT-02-78	MO. DIVISION OF HIGHWAY SAFETY	LETSAC	30,000.00
11-PT-02-79	BRANSON POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	5,000.00
11-PT-02-81	MO. DIVISION OF HIGHWAY SAFETY	PI&E	18,000.00
11-PT-02-82	BUTLER CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	7,167.50
11-PT-02-83	CAMDEN CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	10,000.00
11-PT-02-84	CAMDENTON POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	2,000.00
11-PT-02-85	CAPE GIRARDEAU POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	7,000.00
11-PT-02-87	CHRISTIAN CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	12,000.00
11-PT-02-88	COLE CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	8,000.00
11-PT-02-89	COLUMBIA POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	12,000.00
11-PT-02-90	GREENE CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	60,000.00
11-PT-02-91	MSHP	STEP HAZARDOUS MOVING VIOLATIONS	80,000.00
11-PT-02-92	MO. DIVISION OF HIGHWAY SAFETY	TRAINING TRAVEL SPONSORSHIP	60,000.00
11-PT-02-93	MSHP	STATEWIDE TRAFFIC ACCIDENT RECORDS SYSTEM	97,781.50
11-PT-02-94	MSHP	SAC SUPPORT	6,277.52
11-PT-02-95	MO. DIV. OF HIGHWAY SAFETY	PTS PROGRAM COORDINATION	200,000.00

11-PT-02-96	FARMINGTON POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	7,270.00
11-PT-02-97	HA YTI POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	3,000.00
11-PT-02-98	HOLLISTER POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	3,500.00
11-PT-02-99	JACKSON POLICE DEPT.	HMV AND DWI ENFORCEMENT	5,000.00
11-PT-02-100	HOWELL COUNTY SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	8,750.00
11-PT-02-101	JASPER COUNTY SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	16,260.50
11-PT-02-102	JEFFERSON CITY POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	25,000.00
11-PT-02-103	JOPLIN POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	9,000.00
11-PT-02-104	KENNETT POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	12,000.00
11-PT-02-105	LAWRENCE CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	2,500.00
11-PT-02-106	MEXICO PUBLIC SAFETY DEPT.	HAZARDOUS MOVING VIOLATIONS	3,000.00
11-PT-02-107	MOBERLY POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	2,000.00
11-PT-02-108	MONETT POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	2,200.08
11-PT-02-109	MOUNT VERNON POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	3,125.00
11-PT-02-110	NEOSHO POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	3,000.00
11-PT-02-111	NEVADA POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	2,500.00
11-PT-02-112	MISSOURI SOUTHERN STATE UNIV.	LAW ENFORCEMENT TRAINING	30,000.00
11-PT-02-113	NEWTON CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	8,000.00
11-PT-02-114	NIXA POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	8,500.00
11-PT-02-115	OSAGE BEACH DPS	HAZARDOUS MOVING VIOLATIONS	6,336.00
11-PT-02-116	OZARK POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	7,500.00
11-PT-02-117	PALMYRA POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	3,000.00
11-PT-02-118	PEMISCOT CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	6,000.00
11-PT-02-119	PERRYVILLE POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	6,454.50
11-PT-02-120	POTOSI POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	5,000.00
11-PT-02-121	PULASKI CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	8,000.00
11-PT-02-122	REPUBLIC POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	5,000.00
11-PT-02-123	SCOTT CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	3,000.00
11-PT-02-124	SEDALIA POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	8,000.00
11-PT-02-125	SIKESTON DPS	HAZARDOUS MOVING VIOLATIONS	5,000.00
11-PT-02-126	SPRINGFIELD POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	65,400.00
11-PT-02-127	ST. ROBERT POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	4,492.80
11-PT-02-128	MSHP	RADAR/EVOC/INSTR DEVELOP/EQUIP/MATERIALS	62,092.00
11-PT-02-129	MSHP	SKILL DEVELOPMENT	25,000.00
11-PT-02-130	STE. GENEVIEVE CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	15,000.00

11-PT-02-131	STONE CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	4,000.00
11-PT-02-132	UNIV. OF MO POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	4,654.80
11-PT-02-133	MO. DIVISION OF HIGHWAY SAFETY	GMS SUPPORT	10,000.00
11-PT-02-134	VERNON CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	2,820.00
11-PT-02-135	WASHINGTON CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	8,000.00
11-PT-02-136	WAYNE CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	4,000.00
11-PT-02-137	WEBB CITY POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	8,000.00
11-PT-02-138	WEBSTER CO. SHERIFF'S DEPT.	HAZARDOUS MOVING VIOLATIONS	5,000.00
11-PT-02-139	WEST PLAINS POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	8,000.00
11-PT-02-140	WILLOW SPRINGS POLICE DEPT.	HAZARDOUS MOVING VIOLATIONS	3,000.00
11-TR-02-01	SPRINGFIELD POLICE DEPT.	PART-TIME DATA ENTRY	4,500.00
11-AI-04-01	MISSOURI SAFETY CENTER	CRASH INVESTIGATION	46,530.00
11-AI-04-02	MSHP	ACCIDENT INVESTIGATION TRAINING	62,945.50
11-CP-09-01	CAPE GIRARDEAU SAFE COMM.'S	TEAM SPIRIT LEADERSHIP TRAINING	175,685.44
11-CP-09-02	MO. DIVISION OF HIGHWAY SAFETY	YOUNG DRIVER PROGRAM	37,000.00
11-CP-09-03	UNIVERSITY OF MISSOURI	THINKFIRST MISSOURI	308,485.80
11-DE-02-01	MO. DIVISION OF HIGHWAY SAFETY	NEW DRIVER/PARENT INSTRUCTIONAL GUIDE	20,000.00
11-DE-02-02	MISSOURI SAFETY CENTER	DRIVER IMPROVEMENT PROGRAM	24,117.50
11-DE-02-03	MO. POLICE CHIEFS ASSOC.	L.E. DRIVING & RESPONSE TRAINING	55,300.00
11-DE-02-04	MO. SHERIFFS ASSOC.	L.E. OFFICER DRIVER TRAINING	18,850.00
11-DE-02-05	MO. DIVISION OF HIGHWAY SAFETY	MATURE DRIVER PROGRAM	10,000.00
11-DL-02-01	UNIV. OF MISSOURI ST. LOUIS	MO VISION EXAM REPORT	25,000.00
11-DL-02-02	WASHINGTON UNIVERSITY	FITNESS-TO-DRIVE IN OLDER ADULTS II	88,517.52
11-RS-11-01	MO. DIVISION OF HIGHWAY SAFETY	ENGINEERING COORDINATION	1,000.00
11-RS-11-02	MO. DIVISION OF HIGHWAY SAFETY	BEAP/TEAP	70,000.00
11-RS-11-03	MO. DIVISION OF HIGHWAY SAFETY	MODOT TRAFFIC & SAFETY CONFERENCE	30,000.00
11-RH-02-01	MISSOURI OPERATION LIFESAVER	HIGHWAY-RAIL SAFETY	10,000.00
11-SA-09-01	OZARK TECH. COMMUNITY COLLEGE	SAFE COMMUNITIES	42,017.42
11-SA-09-02	CAPE GIRARDEAU SAFE COMM.	CAPE GIRARDEAU SAFETY COMMUNITIES PROG.	64,785.72
11-SE-02-01	MANCHESTER POLICE DEPT.	SPEED ENFORCEMENT	3,010.00
11-SE-02-02	MARYLAND HEIGHTS POLICE DEPT.	I-270 SPEED ENFORCEMENT	12,517.62
11-SE-02-03	ST. CLAIR POLICE DEPT.	SPEED ENFORCEMENT	3,519.00
11-SE-02-04	CARUTHERSVILLE POLICE DEPT.	SPEED ENFORCEMENT	2,000.00
11-SE-02-05	OZARK CO. SHERIFF'S DEPT.	SPEED ENFORCEMENT	4,000.00
11-SE-02-06	PHELPS CO. SHERIFF'S DEPT.	SPEED ENFORCEMENT	5,000.00
11-SE-02-07	ROLLA POLICE DEPT.	SPEED ENFORCEMENT	6,000.00
11-SE-02-08	STRAFFORD POLICE DEPT.	SPEED ENFORCEMENT	4,000.00

11-SE-02-09	THAYER POLICE DEPT.	SPEED ENFORCEMENT	1,408.00
11-SE-02-10	MSHP	SPEED ENFORCEMENT	65,027.00
11-CR-05-01	MO. DIVISION OF HIGHWAY SAFETY	CPS PROGRAM ACTIVITIES	3,000.00
11-CR-05-02	MO. DIVISION OF HIGHWAY SAFETY	CPS PROGRAM COORDINATION	58,000.00
11-PM-02-02	MO. DIVISION OF HIGHWAY SAFETY	OCCUPANT PROTECTION PAID MEDIA	150,000.00
11-PM-02-03	MO. DIVISION OF HIGHWAY SAFETY	YOUNG DRIVER PAID MEDIA	120,000.00
11-PM-02-04	MO. DIVISION OF HIGHWAY SAFETY	WORK ZONE PAID MEDIA	70,000.00
11-YA-03-01	MO. DIVISION OF HIGHWAY SAFETY	YOUTH ALCOHOL PROGRAM COORDINATION	66,000.00
		TOTAL 402 CONTRACTS	4,997,326.26

410 CONTRACTS			
11-K8-03-01	AURORA POLICE DEPARTMENT	IMPAIRED DRIVING ENFORCEMENT	3,000.00
11-K8-03-03	JACKSON COUNTY SHERIFF'S DEPT.	YOUTH ALCOHOL	11,970.00
11-K8-03-04	JACKSON COUNTY SHERIFF'S DEPT.	SOBRIETY CHECKPOINT	23,000.00
11-K8-03-05	JACKSON COUNTY SHERIFF'S DEPT.	DWI ENFORCEMENT (WOLF PACK)	20,000.00
11-K8-03-06	JACKSON COUNTY SHERIFF'S DEPT.	DWI MULTI-OFFENDER GRANT	14,000.00
11-K8-03-08	INDEPENDENCE POLICE DEPT.	SOBRIETY CHECKPOINT	52,000.00
11-K8-03-09	ARNOLD POLICE DEPT.	DWI ENFORCEMENT (WOLF PACK)	10,656.00
11-K8-03-10	ARNOLD POLICE DEPT.	SOBRIETY CHECKPOINT	5,920.00
11-K8-03-11	BRECKENRIDGE HILLS POLICE DEPT.	SOBRIETY CHECKPOINT	4,899.00
11-K8-03-12	BRECKENRIDGE HILLS POLICE DEPT.	DWI SATURATION PATROL	2,286.20
11-K8-03-13	BYRNES MILL POLICE DEPT.	ABUSE YOU LOSE	7,504.00
11-K8-03-14	CALVERTON PARK POLICE DEPT.	SOBRIETY CHECKPOINT	4,000.00
11-K8-03-15	CHARLACK POLICE DEPT.	DWI ENFORCEMENT	3,990.00
11-K8-03-16	CHARLACK POLICE DEPT.	SOBRIETY CHECKPOINT	10,601.65
11-K8-03-17	CHESTERFIELD POLICE DEPT.	DWI ENFORCEMENT	6,624.00
11-K8-03-18	CHESTERFIELD POLICE DEPT.	SOBRIETY CHECKPOINT	9,544.25
11-K8-03-19	BLUE SPRINGS POLICE DEPT.	SOBRIETY CHECKPOINT	5,000.00
11-K8-03-20	CASS COUNTY SHERIFF'S OFFICE	DWI ENFORCEMENT/SOBRIETY CHECKPOINTS	7,000.00
11-K8-03-21	CLAY COUNTY SHERIFF'S DEPT.	SOBRIETY CHECKPOINT	6,500.00
11-K8-03-22	GLADSTONE DPS	DWI ENFORCEMENT	10,977.50
11-K8-03-23	GRAIN VALLEY POLICE DEPT.	DWI ENFORCEMENT	2,800.00
11-K8-03-24	GRANDVIEW POLICE DEPT.	DWI ENFORCEMENT	10,000.00
11-K8-03-25	HARRISONVILLE POLICE DEPT.	DWI ENFORCEMENT/SOBRIETY CHECKPOINTS	4,000.00
11-K8-03-26	LIVINGSTON CO. SHERIFF'S DEPT.	LIVINGSTON COUNTY DWI PROJECT	6,000.00
11-K8-03-27	LONE JACK POLICE DEPT.	DRUNK DRIVER ENFORCEMENT	2,000.00
11-K8-03-28	PECULIAR POLICE DEPT.	DWI ENFORCEMENT	2,500.00
11-K8-03-29	PLATTE COUNTY SHERIFF'S DEPT.	DWI CHECKPOINT	1,650.00
11-K8-03-30	PLATTE COUNTY SHERIFF'S DEPT.	WOLFPACK	2,640.00
11-K8-03-31	RAYMORE POLICE DEPT.	DWI ENFORCEMENT/SOBRIETY CHECKPOINTS	12,000.00
11-K8-03-32	RIVERSIDE DPS	DWI ENFORCEMENT	4,000.00
11-K8-03-33	SMITHVILLE POLICE DEPT.	DWI CHECKPOINT	4,500.00
11-K8-03-34	ST. JOSEPH POLICE DEPT.	DWI ENFORCEMENT	5,580.00
11-K8-03-35	ST. JOSEPH POLICE DEPT.	SOBRIETY CHECKPOINT	5,700.00
11-K8-03-36	ST. JOSEPH POLICE DEPT.	YOUTH ALCOHOL	13,600.00
11-K8-03-37	SUGAR CREEK POLICE DEPT.	DWI ENFORCEMENT	5,000.00
11-K8-03-38	EASTERN MO L.E. TRNG. ACADEMY	DRE TRAINING	10,000.00

11-K8-03-39	JEFFERSON CO. SHERIFF'S OFFICE	DWI ENFORCEMENT	134,982.29
11-K8-03-40	JEFFERSON CO. SHERIFF'S OFFICE	SOBRIETY CHECKPOINT	59,987.95
11-K8-03-41	JEFFERSON CO. SHERIFF'S OFFICE	YOUTH ALCOHOL	139,984.42
11-K8-03-42	JEFFERSON CO. SHERIFF'S OFFICE	DWI ENFORCEMENT UNIT	127,313.19
11-K8-03-43	JENNINGS POLICE DEPT.	DWI ENFORCEMENT (SATURATION)	8,416.00
11-K8-03-44	JENNINGS POLICE DEPT.	SOBRIETY CHECKPOINT	5,850.00
11-K8-03-45	LAKE ST. LOUIS POLICE DEPT.	DWI SATURATION PATROLS	3,500.00
11-K8-03-46	MANCHESTER POLICE DEPT.	DWI ENFORCEMENT	3,500.00
11-K8-03-47	MARYLAND HEIGHTS POLICE DEPT.	DWI ENFORCEMENT	10,832.52
11-K8-03-48	MOLINE ACRES POLICE DEPT.	DWI ENFORCEMENT	9,032.16
11-K8-30-49	BATTLEFIELD POLICE DEPT.	SATURATION PATROLS/SOBRIETY CHECKPOINTS	3,000.00
11-K8-03-50	BILLINGS POLICE DEPT.	DWI ENFORCEMENT	2,000.00
11-K8-03-51	O'FALLON POLICE DEPT.	DWI WOLFPACK/SATURATION PATROLS	12,994.56
11-K8-03-52	O'FALLON POLICE DEPT.	DWI/SOBRIETY CHECKPOINTS	13,896.96
11-K8-03-53	OLIVETTE POLICE DEPT.	SOBRIETY CHECKPOINT	8,756.44
11-K8-03-54	OLIVETTE POLICE DEPT.	DWI ENFORCEMENT	2,700.00
11-K8-03-55	ST. CHARLES SCHOOL DISTRICT	REDUCTION OF UNDERAGE DRINKING & DRIVING	38,027.00
11-K8-03-56	OVERLAND POLICE DEPT.	DWI ENFORCEMENT	13,012.50
11-K8-03-57	UNIVERSITY OF MISSOURI	SMART,CHEERS AND DRIVE SAFE/DRIVE SMART	236,025.36
11-K8-03-58	BOLIVAR POLICE DEPT.	DWI ENFORCEMENT	5,000.00
11-K8-03-59	BOONE CO. SHERIFF'S DEPT.	SOBRIETY CHECKPOINT	19,000.00
11-K8-03-60	BOONE CO. SHERIFF'S DEPT.	YOUTH ALCOHOL	2,048.00
11-K8-03-61	ST. PETERS POLICE DEPT.	DWI SATURATION	12,015.00
11-K8-03-62	ST. PETERS POLICE DEPT.	SOBRIETY CHECKPOINT	12,015.00
11-K8-03-63	UNIVERSITY CITY POLICE DEPT.	SOBRIETY CHECKPOINT	12,515.50
11-K8-03-64	VELDA CITY POLICE DEPT.	OPERATION RED EYE	3,004.00
11-K8-03-65	VELDA CITY POLICE DEPT.	WOLFPACK	2,240.00
11-K8-03-66	WASHINGTON POLICE DEPT.	SOBRIETY CHECKPOINT	5,600.00
11-K8-03-67	WASHINGTON POLICE DEPT.	YOUTH ALCOHOL	4,992.00
11-K8-03-68	BRANSON POLICE DEPT.	DWI CHECKPOINTS/SATURATION PATROLS	7,000.00
11-K8-03-69	BRANSON POLICE DEPT.	YOUTH ALCOHOL	3,000.00
11-K8-03-70	MO. DIVISION OF HIGHWAY SAFETY	IMPAIRED DRIVING PI&E	30,000.00
11-K8-03-71	BUTLER CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	12,473.10
11-K8-03-72	CALLAWAY CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	8,000.00
11-K8-03-73	CAMDEN CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	15,000.00
11-K8-03-74	CANTON POLICE DEPT.	DWI ENFORCEMENT	1,898.60

11-K8-03-75	CAPE GIRARDEAU CO. SD	DWI ENFORCEMENT	8,041.70
11-K8-03-76	CAPE GIRARDEAU POLICE DEPT.	DWI ENFORCEMENT	10,000.00
11-K8-03-77	CAPE GIRARDEAU POLICE DEPT.	SOBRIETY CHECKPOINT	3,500.00
11-K8-03-78	CARTERVILLE POLICE DEPT.	DWI ENFORCEMENT	3,500.00
11-K8-03-79	CARTHAGE POLICE DEPT.	DWI ENFORCEMENT	1,250.00
11-K8-03-80	CARUTHERSVILLE POLICE DEPT.	DWI ENFORCEMENT	3,000.00
11-K8-03-81	CHARLESTON DPS	DWI ENFORCEMENT	3,000.00
11-K8-03-82	CHRISTIAN CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	11,000.00
11-K8-03-83	DALLAS CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	5,899.96
11-K8-03-84	FARMINGTON POLICE DEPT.	DWI ENFORCEMENT	10,000.00
11-K8-03-85	MO. DIVISION OF HIGHWAY SAFETY	TRAVEL TRAINING SPONSORSHIP	15,000.00
11-K8-03-86	MO. DIVISION OF HIGHWAY SAFETY	ALCOHOL COORDINATION	75,000.00
11-K8-03-87	GREENE COUNTY SHERIFF'S DEPT.	YOUTH ALCOHOL	50,000.00
11-K8-03-88	HOLLISTER POLICE DEPT.	DWI ENFORCEMENT	5,000.00
11-K8-03-89	JOPLIN POLICE DEPT.	FULL-TIME DWI UNIT	67,280.78
11-K8-03-90	LAMAR POLICE DEPT.	DWI ENFORCEMENT	2,500.00
11-K8-03-91	MARIES CO. SHERIFF'S DEPT.	SOBRIETY CHECKPOINT	6,990.00
11-K8-03-92	MCDONALD CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	9,000.00
11-K8-03-93	MISSOURI SAFETY CENTER	STATEWIDE DWI ENFORCEMENT	261,580.00
11-K8-03-94	MOBERLY POLICE DEPT.	DWI ENFORCEMENT/SOBRIETY CHECKPOINTS	3,000.00
11-K8-03-95	MOUNTAIN VIEW POLICE DEPT.	DWI ENFORCEMENT	3,000.00
11-K8-03-96	NEOSHO POLICE DEPT.	DWI ENFORCEMENT	2,016.00
11-K8-03-97	NEWTON CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	8,000.00
11-K8-03-98	NIXA POLICE DEPT.	DWI ENFORCEMENT	7,000.00
11-K8-03-99	NIXA POLICE DEPT.	SOBRIETY CHECKPOINT	7,000.00
11-K8-03-100	ORONOGO POLICE DEPT.	SOBRIETY CHECKPOINT	3,000.00
11-K8-03-101	OSAGE BEACH DPS	DWI ENFORCEMENT	6,336.00
11-K8-03-102	OZARK POLICE DEPT.	SOBRIETY CHECKPOINT	7,800.00
11-K8-03-103	PALMYRA POLICE DEPT.	DWI ENFORCEMENT	2,500.00
11-K8-03-104	REPUBLIC POLICE DEPT.	DWI ENFORCEMENT	6,000.00
11-K8-03-105	SCOTT CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	4,992.00
11-K8-03-106	STONE CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	5,000.00
11-K8-03-107	STONE CO. SHERIFF'S DEPT.	SOBRIETY CHECKPOINT	6,000.00
11-K8-03-108	STRAFFORD POLICE DEPT.	DWI ENFORCEMENT	4,000.00
11-K8-03-109	THAYER POLICE DEPT.	DWI ENFORCEMENT	2,640.00
11-K8-03-110	WEBB CITY POLICE DEPT.	DWI ENFORCEMENT	8,000.00
11-K8-03-111	WEST PLAINS POLICE DEPT.	DWI ENFORCEMENT	3,287.52

11-K8-03-112	WILLOW SPRINGS POLICE DEPT.	SOBRIETY CHECKPOINT	3,000.00
11-K8-03-113	MSHP	LAKE AREA IMPAIRED DRIVING ENFORCEMENT	52,200.00
11-K8-03-114	MSHP	SOBRIETY CHECKPOINT	220,012.00
10-K8-03-115	MSHP	DWI SATURATIONS	205,056.00
11-K8PM-03-02	MO. DIVISION OF HIGHWAY SAFETY	IMPAIRED DRIVING PAID MEDIA	300,000.00
		TOTAL 410 CONTRACTS	2,722,437.11

154 CONTRACTS			
11-154-AL-01	ST. CHARLES CO. SHERIFF'S DEPT	SOBRIETY CHECKPOINT	20,000.00
11-154-AL-02	MO. DIVISION OF HIGHWAY SAFETY	ALCOHOL SAFETY AWARENESS & PREVENTION	125,000.00
11-154-AL-03	MO. DIVISION OF HIGHWAY SAFETY	YOUTH ALCOHOL	23,550.00
11-154-AL-04	KANSAS CITY POLICE DEPT	SOBRIETY CHECKPOINT	135,000.00
11-154-AL-05	ST. CHARLES CO. SHERIFF'S DEPT	YOUTH ALCOHOL ENFORCEMENT	10,000.00
11-154-AL-06	ST. CHARLES CO. SHERIFF'S DEPT	DWI ENFORCEMENT	20,000.00
11-154-AL-07	ST. LOUIS METRO POLICE DEPT	DWI ENFORCEMENT	175,014.00
11-154-AL-08	ST. LOUIS METRO POLICE DEPT	SOBRIETY CHECKPOINT	24,192.00
11-154-AL-09	KANSAS CITY POLICE DEPT	DWI ENFORCEMENT	137,300.00
11-154-AL-10	KANSAS CITY POLICE DEPT	YOUTH ALCOHOL	33,700.00
11-154-AL-11	ST. LOUIS COUNTY POLICE DEPT.	SOBRIETY CHECKPOINT	50,085.00
11-154-AL-12	ST. LOUIS COUNTY POLICE DEPT.	DWI ENFORCEMENT	90,600.00
11-154-AL-13	BALLWIN POLICE DEPARTMENT	DWI DETECTION	6,985.79
11-154-AL-14	BYRNES MILL POLICE DEPT.	DWI ENFORCEMENT	10,000.00
11-154-AL-15	CREVE COEUR POLICE DEPT.	DWI OFFICER	44,247.00
11-154-AL-16	BELTON POLICE DEPT.	DWI ENFORCEMENT	3,500.00
11-154-AL-17	BELTON POLICE DEPT.	SOBRIETY CHECKPOINT	8,000.00
11-154-AL-18	CLAY COUNTY SHERIFF'S DEPT.	DWI ENFORCEMENT	8,000.00
11-154-AL-19	CLAY COUNTY SHERIFF'S DEPT.	YOUTH ALCOHOL ENFORCEMENT	5,000.00
11-154-AL-20	CLEVELAND POLICE DEPT.	CASS CO. STEP-TASK FORCE	2,000.00
11-154-AL-21	CREVE COEUR POLICE DEPT.	BAT VAN	2,500.00
11-154-AL-22	CREVE COEUR POLICE DEPT.	YOU DRINK YOU DRIVE YOU LOSE	2,250.00
11-154-AL-23	LEE'S SUMMIT POLICE DEPT.	IMPAIRED DRIVING ENFORCEMENT OPERATIONS	35,000.00
11-154-AL-24	CREVE COEUR POLICE DEPT.	SOBRIETY CHECKPOINT	14,000.00
11-154-AL-25	DES PERES DPS	DWI ENFORCEMENT	3,200.00
11-154-AL-26	PLEASANT HILL POLICE DEPT.	DWI ENFORCEMENT	6,000.00
11-154-AL-27	SMITHVILLE POLICE DEPT.	DWI WOLFPACK	4,800.00
11-154-AL-28	EUREKA POLICE DEPT.	DWI ENFORCEMENT	4,693.68
11-154-AL-29	EUREKA POLICE DEPT.	SOBRIETY CHECKPOINT	10,951.92
11-154-AL-30	EUREKA POLICE DEPT.	YOUTH ALCOHOL	956.12

11-154-AL-31	FESTUS POLICE DEPT.	DWI ENFORCEMENT	18,990.00
11-154-AL-33	FESTUS POLICE DEPT.	YOUTH ALCOHOL ENFORCEMENT	7,500.00
11-154-AL-34	FLORISSANT POLICE DEPT.	DWI WOLFPACK	11,592.00
11-154-AL-35	FRANKLIN CO. SHERIFF'S DEPT.	SOBRIETY CHECKPOINT	15,000.00
11-154-AL-36	FRANKLIN CO. SHERIFF'S DEPT.	YOUTH ALCOHOL ENFORCEMENT	10,000.00
11-154-AL-37	FRANKLIN CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	15,000.00
11-154-AL-38	FRANKLIN CO. SHERIFF'S DEPT.	DWI TRAFFIC SAFETY UNIT	90,594.40
11-154-AL-39	HAZELWOOD POLICE DEPT.	SOBRIETY CHECKPOINT	14,038.00
11-154-AL-40	HAZELWOOD POLICE DEPT.	DWI SATURATION PATROLS	6,836.40
11-154-AL-41	HERCULANEUM POLICE DEPT.	DWI ENFORCEMENT	7,200.00
11-154-AL-42	MO. DIVISION OF HIGHWAY SAFETY	DRUG RECOGNITION EXPERT	24,000.00
11-154-AL-43	BARRY COUNTY SHERIFF'S DEPT.	DWI ENFORCEMENT	5,000.00
11-154-AL-44	BARTON COUNTY SHERIFF'S DEPT.	DWI ENFORCEMENT	4,000.00
11-154-AL-45	BOONE COUNTY SHERIFF'S DEPT.	FULL-TIME DWI/TRAFFIC UNIT	50,532.26
11-154-AL-46	OVERLAND POLICE DEPT.	SOBRIETY CHECKPOINT	15,933.00
11-154-AL-47	OVERLAND POLICE DEPT.	YOUTH ALCOHOL ENFORCEMENT	4,987.50
11-154-AL-48	PEVELY POLICE DEPT.	DWI ENFORCEMENT	8,352.00
11-154-AL-49	PINE LAWN POLICE DEPT.	DWI CHECKPOINTS	10,368.00
11-154-AL-50	ST. CHARLES CITY POLICE DEPT.	DWI ENFORCEMENT	11,985.00
11-154-AL-51	ST. CHARLES CITY POLICE DEPT.	SOBRIETY CHECKPOINT	8,460.00
11-154-AL-52	ST. CLAIR POLICE DEPT.	DWI ENFORCEMENT	3,519.00
11-154-AL-53	ST. JOHN POLICE DEPT.	DWI ENFORCEMENT	12,045.00
11-154-AL-54	ST. JOHN POLICE DEPT.	SOBRIETY CHECKPOINT	9,523.00
11-154-AL-55	TROY POLICE DEPT.	DWI SATURATION	6,390.00
11-154-AL-56	TROY POLICE DEPT.	SOBRIETY CHECKPOINT	6,480.00
11-154-AL-57	UNION POLICE DEPT.	DWI WOLFPACK	12,491.00
11-154-AL-58	UNIVERSITY CITY POLICE DEPT.	DWI ENFORCEMENT	11,020.00
11-154-AL-59	BROOKFIELD POLICE DEPT.	DWI ENFORCEMENT	2,370.00
11-154-AL-60	CAMDEN CO. SHERIFF'S DEPT.	DWI ENFORCEMENT UNIT	125,163.06
11-154-AL-61	CLARK CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	8,000.00
11-154-AL-62	COLE CO. SHERIFF'S DEPT.	SOBRIETY CHECKPOINT	10,950.00
11-154-AL-63	COLE CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	8,000.00

11-154-AL-64	COLUMBIA POLICE DEPT.	DWI ENFORCEMENT	18,000.00
11-154-AL-65	COLUMBIA POLICE DEPT.	FULL-TIME DWI UNIT	121,500.00
11-154-AL-66	CUBA POLICE DEPT.	DWI ENFORCEMENT	9,000.00
11-154-AL-67	DOUGLAS CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	3,000.00
11-154-AL-68	FA YETTE POLICE DEPT.	DWI ENFORCEMENT	2,450.00
11-154-AL-69	GREENE COUNTY SHERIFF'S DEPT.	DWI ENFORCEMENT	60,000.00
11-154-AL-70	HA YTI POLICE DEPT.	DWI ENFORCEMENT	5,000.00
11-154-AL-71	MO. DIVISION OF HIGHWAY SAFETY	SOBRIETY CHECKPOINT EQUIPMENT	50,000.00
11-154-AL-72	MO. DIVISION OF HIGHWAY SAFETY	SOUTHWEST MISSOURI DWI TASK FORCE	25,000.00
11-154-AL-73	MO. DIVISION OF HIGHWAY SAFETY	STATEWIDE DWI ENFORCEMENT	85,000.00
11-154-AL-74	HOWELL COUNTY SHERIFF'S DEPT.	DWI ENFORCEMENT	8,750.00
11-154-AL-75	JASPER COUNTY SHERIFF'S DEPT.	DWI ENFORCEMENT	20,000.00
11-154-AL-76	JEFFERSON CITY POLICE DEPT.	DWI ENFORCEMENT	25,000.00
11-154-AL-77	JOPLIN POLICE DEPT.	YOUTH ALCOHOL	4,000.00
11-154-AL-78	JOPLIN POLICE DEPT.	DWI ENFORCEMENT	11,250.00
11-154-AL-79	KENNETT POLICE DEPT.	DWI ENFORCEMENT	15,000.00
11-154-AL-80	KENNETT POLICE DEPT.	SOBRIETY CHECKPOINTS	7,124.40
11-154-AL-81	LA WRENCE CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	2,500.00
11-154-AL-83	LEBANON POLICE DEPT.	SOBRIETY CHECKPOINT	4,000.00
11-154-AL-84	MSHP	DWI TRACKING SYSTEMS (DWITS)	57,125.00
11-154-AL-85	MILLER CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	6,064.00
11-154-AL-86	MISSOURI POLICE CHIEFS ASSOC.	DITEP	32,509.50
11-154-AL-87	MISSOURI SAFETY CENTER	BREATH ALCOHOL LAB OPERATIONS	277,255.00
11-154-AL-88	MONETT POLICE DEPT.	DWI ENFORCEMENT	3,478.75
11-154-AL-89	MORGAN CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	4,000.00
11-154-AL-90	NEVADA POLICE DEPT.	DWI ENFORCEMENT	5,000.00
11-154-AL-91	MISSOURI SAFETY CENTER	IGNITION INTERLOCK MONITOR	75,020.00
11-154-AL-92	MISSOURI SAFETY CENTER	SFST COORDINATION	137,005.00
11-154-AL-93	MISSOURI SAFETY CENTER	SOBRIETY CHECKPOINT SUPERVISOR TRAINING	51,150.00
11-154-AL-94	MISSOURI SOUTHERN STATE UNIV.	ALCOHOL PROJECTS	69,000.00
11-154-AL-95	MO. DEPT. OF REVENUE	APPEALS A TORNEY AND PARALEGAL	126,244.00
11-154-AL-96	MO. DEPT. OF REVENUE	DOR AND LAW ENFORCEMENT TRAINING	20,800.00

11-154-AL-97	MADD	MADD COURT MONITORING PROJECT	114,790.00
11-154-AL-98	OFFICE OF STATE COURTS ADMIN.	DWI COURT PROJECTS	224,903.80
11-154-AL-99	PHELPS CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	10,000.00
11-154-AL-100	PIKE CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	4,000.00
11-154-AL-101	POPLAR BLUFF POLICE DEPT.	DWI ENFORCEMENT	10,019.25
11-154-AL-102	POTOSI POLICE DEPT.	DWI ENFORCEMENT	4,000.00
11-154-AL-103	REPUBLIC POLICE DEPT.	SOBRIETY CHECKPOINT	5,280.00
11-154-AL-104	ROLLA POLICE DEPT.	SOBRIETY CHECKPOINT	6,875.00
11-154-AL-105	ROLLA POLICE DEPT.	DWI ENFORCEMENT	6,000.00
11-154-AL-106	SPRINGFIELD POLICE DEPT.	YOUTH ALCOHOL	50,000.00
11-154-AL-107	SPRINGFIELD POLICE DEPT.	DWI ENFORCEMENT	61,000.00
11-154-AL-108	SPRINGFIELD POLICE DEPT.	SOBRIETY CHECKPOINT	18,000.00
11-154-AL-109	ST. ROBERT POLICE DEPT.	SOBRIETY CHECKPOINT	7,425.00
11-154-AL-110	MO. OFF. OF PROSECUTION SVCS.	TRAFFIC SAFETY RESOURCE PROSECUTOR	174,957.41
11-154-AL-111	MSHP	DRE, BAC, SFST & DRE CONF.	66,716.00
11-154-AL-112	UNIV. OF MO POLICE DEPT.	DWI ENFORCEMENT	8,378.64
11-154-AL-113	VERNON CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	6,000.00
11-154-AL-114	WASHINGTON CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	4,000.00
11-154-AL-115	W A YNESVILLE POLICE DEPT.	DWI ENFORCEMENT	3,260.00
11-154-AL-116	WEBSTER CO. SHERIFF'S DEPT.	DWI ENFORCEMENT	5,000.00
11-154-AL-117	JACKSON COUNTY SHERIFF'S DEPT.	JACKSON COUNTY TRAFFIC UNIT	181,563.33
11-154-AL-118	INDEPENDENCE POLICE DEPT.	DWI WOLF PACK	120,000.00
11-154-HE-01	MO. DIVISION OF HIGHWAY SAFETY	HAZARD ELIMINATION	20,000,000.00
		TOTAL 154 CONTRACTS	24,006,239.21

408 CONTRACTS			
11-K9-04-01	MO. DIVISION OF HIGHWAY SAFETY	TRAFFIC RECORDS PROGRAM COORDINATION	5,000.00
2010 CONTRACTS			
11-K6-12-01	MO. DIVISION OF HIGHWAY SAFETY	MOTORCYCLE SAFETY PROGRAM	120,000.00
2011 CONTRACTS			
11-K3-05-01	MISSOURI SAFETY CENTER	CLICK-IT-OR-TICKET CPS	339,680.00
11-K3-05-02	MO. DIVISION OF HIGHWAY SAFETY	CHILD PASSENGER SAFETY 2011d	300,000.00
11-K3-05-03	CHESTERFIELD POLICE DEPT.	CPS/TRAFFIC SAFETY	29,236.00
11-K3PM-05-01	MO. DIVISION OF HIGHWAY SAFETY	CPS PAID MEDIA	400,000.00
		TOTAL 2011 CONTRACTS	1,068,916.00
TOTAL			64,645,921.16

APPENDIX A

TECHNICAL REPORT DOCUMENTATION PAGE

1. Report No. TRyy1025	2. Government Accession No.	3. Recipient's Catalog No.	
4. Title and Subtitle Highway Safety Drivers Survey		5. Report Date June 25, 2010	
		6. Performing Organization Code	
7. Author(s) Lance C. Gentry, Ph.D., M.B.A.		8. Performing Organization Report No.	
9. Performing Organization Name and Address Missouri Department of Transportation Research, Development and Technology P. O. Box 270-Jefferson City, MO 65102		10. Work Unit No.	
		11. Contract or Grant No. TRyy1025	
12. Sponsoring Agency Name and Address Missouri Department of Transportation Research, Development and Technology P. O. Box 270-Jefferson City, MO 65102		13. Type of Report and Period Covered Final Report	
		14. Sponsoring Agency Code	
15. Supplementary Notes The investigation was conducted in cooperation with the U. S. Department of Transportation, Federal Highway Administration.			
16. Abstract 3,010 adult Missouri drivers were surveyed to capture their current attitudes and awareness of specific items concerning highway safety such as seat belt usage, speeding issues, cell phone use while driving, and alcohol impaired driving. The results are presented for the entire state, and by district (stratified), and weighted proportionally to the region distribution in terms of geographic, gender, and age distributions.			
17. Key Words Driver survey, highway safety, seat belts, speeding, driving under the influence (DUI), cell phones		18. Distribution Statement No restrictions. This document is available to the public through National Technical Information Center, Springfield, Virginia 22161	
19. Security Classification (of this report) Unclassified	20. Security Classification (of this page) Unclassified	21. No. of Pages	22. Price

Executive Summary

This research project surveyed 3,010 adult Missouri drivers in June 2010 to capture their current attitudes and awareness of specific items concerning highway safety such as seat belt usage, speeding issues, cell phone use while driving, and alcohol impaired driving. The research was designed so that in addition to providing a statewide result, statistically useful information was also available at the district level.

Special emphasis was placed on ensuring that the sample reflected Missouri's geographic, age, and gender diversity. People were surveyed from all 114 counties as well as the independent city of St. Louis. Residents from 677 different zip codes are represented. The standard phone survey practice of alternatively asking for either the oldest or youngest adult was not employed. Instead, the calling center was given specific goals for each age group and gender within various geographic areas to ensure the most representative sample possible.

Seat belt findings: 82.2% of Missouri drivers claim to always use their seat belts. Those least likely to wear seat belts were males, between the ages of 30 and 64, who drove some type of truck (e.g, either a pickup truck or "other type of truck"). There was no correlation between seat belt usage and any publicity about law enforcement activities; however, those more likely to think they would receive a ticket if they did not wear a seat belt were more likely to comply with the law. A slight majority (54.7%) of the respondents prefer to keep Missouri's seat belt law a secondary law and (51.4%) preferred to leave the penalty for violating the law unchanged. Out of the minority who favored increasing the fine, a plurality (38.7%) thought the fine should range from \$25 to \$49. The second largest group (25.6%) thought the fine should be increased to \$50 to \$74. Just over two-thirds of the respondents (68.5%) were not aware of any publicity concerning seat belt law enforcement. Half (50.6%) thought people would be caught at least fifty percent of the time if they did not wear their seatbelt.

Speeding findings: 72.0% of Missouri drivers stated they never or rarely drive more than 35 mph when the speed limit is 30 mph. 86.2% of Missouri drivers stated they never or rarely drive more than 75 mph when the speed limit is 70 mph. Those most likely to speed were either males between 18 to 29 years of age or females between 40 to 49 years of age. Motorcycle drivers were much more likely to speed than other drivers, followed by those who stated they drove an "other type of truck" (i.e., a truck that was neither a pickup truck, a SUV, nor a crossover). There was no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent's perception of the chance of being caught. The majority (62.8%) of Missouri drivers were unaware of any recent publicity regarding speed enforcement. Approximately three-quarters (74.4%) of Missouri drivers thought their chances of receiving a ticket if they speed were at least fifty percent.

Cell phone findings: 96.8% of Missouri drivers favored some type of restriction on how people could use cell phones while driving. 38.5% favored banning all cell phone use by drivers, while a majority (58.3%) wanted to ensure drivers could still use cell phones for talking while seeing the need for some restrictions.

DUI findings: 88.5% of Missouri drivers stated that they had not driven a vehicle within two hours of consuming an alcoholic beverage anytime in the last sixty days. Heartland Market Research concluded that approximately 11.5% of Missouri drivers have driven under the influence of alcohol in the last sixty days. Out of those who admitted to drinking before driving, the average driver did so just over five times in the last sixty days (average of 5.2 times). Those

most likely to drive under the influence of alcohol were males between 50 to 64 years of age. Unlike other risky behavior measured in this survey, drivers of motorcycles and those who stated they drove an “other type of truck” (i.e., a truck that was neither a pickup truck, a SUV, nor a crossover) were the least likely to drink before driving. According to the research, not a single motorcycle driver or “other” truck driver stated they had consumed alcohol within two hours of driving. Neither awareness of DUI enforcement nor expectations of being ticketed had any correlation with drinking and driving behavior. The majority (54.3%) of Missouri drivers were aware of recent publicity regarding DUI enforcement. 72.5% of the respondents expected people who drove after drinking would be arrested at least half of the time.

Conclusions and Recommendations

Seat belt usage: Publicity about law enforcement activities pertaining to seat belt usage had no impact on behavior, but those more likely to think they would receive a ticket for not wearing a seat belt were more likely to comply with the law. This suggests that dollars allocated for public service announcements (PSAs) would obtain greater effect if the message focused on the ticket itself. If the reasons why people did not wear their seat belts were clearly understood, public service announcements could be directed to specific address these reasons. The reasons why some people do not wear seatbelts were beyond the scope of this study.

Speeding issues: The survey found no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent’s perception of the chance of being caught. This suggests that public service announcements that discuss speeding enforcement will have little to no impact on behavior. Based upon these findings, efforts to decrease speeding should follow two paths. First, the reasons why people speed should be studied and then, perhaps, effective public service announcements could be created based upon these findings. Alternatively, public service announcements that focus on other consequences of speeding might be tried. Second, enforcement may turn out to be the most effective mechanisms to reduce speeding.

Cell phone use while driving: Out of all the issues studied in this survey, the general public would most clearly support some type of restriction on how people could use cell phones while driving. Even in very rural communities, where opposition to any restrictions on cell phone use was at its highest, only 3.4% of the drivers opposed any restrictions. **Heartland Market Research recommends that MoDOT consider proposing a cell phone safety law that would have the greatest public support.** For example, a law forbidding drivers from texting while operating a moving vehicle should obtain the support of both those who want to ban all cell phone use by drivers (38.5%) and the majority (58.3%) who want to ensure drivers could still use cell phones for talking while seeing the need for some restrictions.

Alcohol impaired driving: This research found that neither awareness of DUI enforcement nor expectations of being caught for driving after drinking had any correlation with driver behavior. Based upon these findings, efforts to decrease alcohol impaired driving should follow two paths. First, since awareness of enforcement was not found to be effective, research could be conducted to see what efforts do make a difference. Research could be done with former violators who no longer drink and drive to discover what factors caused their change in behavior. Second, enforcement may turn out to be the most effective mechanisms to reduce alcohol impaired driving.